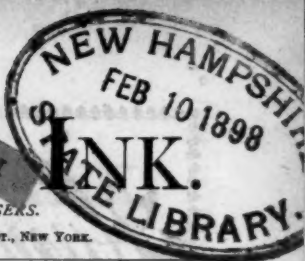


PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.



VOL. XXII. NEW YORK, FEBRUARY 9, 1898.

No. 6.

Another Gain.

On December 5, 1897.

The Circulation of the Sunday Edition of

THE
PHILADELPHIA

RECORD

Was 140,183 Copies.

In that issue was published the first of the five parts of the late Henry George's last and best work, for which it holds the exclusive privilege in Philadelphia under the copyright of his widow, Mrs. Annie C. George.

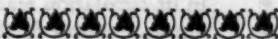
While "The Science of Political Economy" attracted additional readers, it is also worthy of note that in order to accommodate the heavy demand of advertisers on its columns it has again been necessary within the short space of two months to enlarge THE SUNDAY RECORD; this time from Twenty to Twenty-four pages.

Here's one more hint to advertisers—the rate in THE SUNDAY RECORD is but 25 cents per line.

Average Circulation in 1896:
DAILY EDITION 170,402
SUNDAY EDITION 124,234

THE RECORD
PUBLISHING COMPANY,
PHILADELPHIA.

BOOKS
OPEN
TO ALL



"It is possible to advertise newspapers in an intelligent and truthful manner without making statements that must, on their face, show gross carelessness or a willful intent to deceive.

"The ad of THE PHILADELPHIA RECORD, on the first page of PRINTERS' INK for December 22, may well serve as a model advertisement. It gives all the information that an advertiser can need, *except the rate on the daily.*"—CHAS. AUSTIN BATES, in *Printers' Ink*, Jan. 5, 1898.

The Average
Daily Circulation
of

The

Philadelphia Record

DURING THE MONTH OF JANUARY, 1898, WAS

176,195

The Rate for THE DAILY RECORD is but 25 cents per line.

Average Sunday Circulation
during
January, 1897, 137,110

THE RECORD
PUBLISHING CO.,
PHILADELPHIA.

Human Blood!

In its circulation reaches every part of the body physical—those furthest from the source as well as those nearest to the heart, and just so it is with

"Comfort"

More than sixty-one thousand U. S. Post-offices constitute the arterial system through which "COMFORT" flows each month to the most remote veins of the American body-politic.***

"Comfort's" Monthly Circulation

is now more than **One and a Quarter Million Copies**

Its Yearly Circulation more than Fifteen Million Copies.

Ponder these figures, oh ye wise,
Likewise ye who advertise.

For rates and any further information regarding circulation, scope, etc., apply to any advertising agency or to

**W. H. GANNETT, Publisher,
AUGUSTA, MAINE.**

Boston: John Hancock Build'g. New York: Tribune Building. Chicago: Marquette Building.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XXII.

NEW YORK, FEBRUARY 9, 1893.

No. 6.

ADVERTISING MATTER THAT CAN BE SOLD.

By Richard Wallace.

Many advertisers study how they can get their announcements before the people, and try, at vast expense, to do so. A few others have hit upon a plan by which the public is not only glad to have their advertisements, but will actually pay for them! Chief among these is Mr. Thomas Beecham, of pill fame. He is a great spender of money for newspaper and magazine space, but, in his auxiliary forms of advertising, he has shown great ingenuity in inducing the public to purchase his ads, and pay a fair price for them. I do not believe that there is any profit in his schemes, or that he has any intention of making a profit out of them, but I am certain that the price charged for his useful novelties quite offsets the cost of production and gives him a first-class advertisement free.

Some years ago Mr. Beecham published a series of popular music books containing a variety of new and old songs, with words and music. They were small in size—almost small enough to go into the coat pocket—but they were well bound, and made a neat little volume. Both inside covers contained advertisements of Beecham's Pills, and sometimes little allusions to the well-known medicine crept into the songs themselves. The books sold for six cents, and they were eagerly bought up everywhere. The series comprised twelve or fifteen volumes, one published every month.

Later Mr. Beecham hit upon the idea of issuing books of photographs of all the places of note in Great Britain and Ireland. Every county was profusely illustrated with very fine photographs, and, as they were printed on good paper and accompanied by descriptive letterpress, the "photo folios" made a very interesting and unique collection. The price of each book—and I think there were twenty-four in the se-

ries—was twelve cents. Of course the pills were not forgotten in the pages of each volume.

During the recent holidays Mr. Beecham advertised his "Pastime Parcel" for one shilling (25 cents). The parcel contained twelve novels (on the covers of which was the ad of Beecham's Pills), three songs with music, one "beautiful etching on India paper," one calendar for 1893, and a puzzle, for the solution of which \$500 in cash prizes were offered. The "Pills" were advertised, though not too obtrusively, on every article inclosed in the parcel, but the people cheerfully paid a quarter for the package all the same.

A clothier in Glasgow issues regularly school copy-books and atlases, for which he gets one penny each (2 cents). The head-lines, or "copy," for the children to write out on the blue lines of each page are sentences and phrases setting forth the advantages of buying men's and boys' clothing at Paisley's. I think this is a remarkably good idea, and one that could be used to great advantage in this country. The advertiser can sell these copy-books much cheaper than the ordinary stationer, because he expects to make no profit on them, being quite satisfied if he gets his advertising free. Such a book, made of good paper, could be made in this country for less than a cent, and children would be glad to give a penny for them. The head-line on every page might be a sentence advertising almost any conceivable article on the market.

The atlases put out by the above-named clothiers contain very good maps of all the countries of the world, and are interleaved with blotting paper. The inside covers contain elaborate advertisements of the clothing house. The covers are stiff cardboard, and the paper on which the maps are printed is excellent. Altogether, the atlases form a very good advertisement, and are so cheap that the average

boy or girl would gladly buy them in preference to the more costly kind.

The same idea has been utilized by the manufacturers of Vin Mariani, who have published in the "Album Mariana" portraits and biographies of those members of the French Academy who indorse the preparation. This volume in paper covers is sold to the public at six francs (about \$1.20) per copy, which is a merely nominal price, the volume being printed on hand-made Japan paper, each page of which is stamped in water-mark "Album Mariani." "Another important souvenir, which is likely to live," said the American advertising manager of Vin Mariani recently to an interviewer, "is a series of stories issued in large quarto size, written by celebrated living French literateurs, and illustrated by A. Robida, Atalya, Bouchor, Pille, Courboin, Morin, Lunel, all of which cleverly introduce Vin Mariani as a motive. These, after being distributed by M. Mariani to his friends, were also turned over to a publisher, and have a live and constant sale in the book-stores of Paris. I need hardly point the moral, which so far as I know has never been realized by any other house. Nor do I think," added Mr. Jaros with a smile, "that it is possible to reach very much higher in the art of advertising than to be able to sell your own advertisements."

CIRCULATION.

Circulation is everything. A paper with ten thousand circulation is worth much more to the advertiser than a paper with two thousand circulation, just as ten thousand handbills, other things being equal, are better than two thousand. Some papers without much circulation profess to be able to give the advertiser in character what they lack in circulation, but this is mostly a pretense. It is what the advertiser says that attracts the people. In these days he quotes prices, and if his prices or his way of stating his advantages are such as to convince the public that he has an article that it needs, he will get the trade. In this particular it is obvious that the character of the paper has little to do with it. Trade follows its own laws. The effort of civilization is continually to cheapen the price or to offer a better article at the same price. The merchant appeals to this sentiment in the purchaser. He uses the columns of the newspaper to enforce his idea and to argue the merits of his wares. It is obvious then that his chief effort is to put his statement before as many people as possible. The sheet, therefore, that has the most circulation is the most valuable for him.—*Peoria (Ill.) Star.*

It will pay better to advertise largely and systematically in the best paper than to spread the advertising out thin in an attempt to patronize every paper.

MONTE CARLO'S PRESS AGENT.

In its issue of January 28th, the *New York Telegraph* publishes the following cable dispatch from Monte Carlo:

Leslie Thompson, formerly an American newspaper man, will bring suit against the management of the Casino for alleged breach of contract. Thompson declares that Leon Martone, who represented himself as assistant manager of the Casino, engaged him two months ago as press agent for England and the Continent on behalf of the Monte Carlo Casino, and promised to pay him 5,000 francs a month for his services, provided he managed to plant several good stories with the leading London and Parisian dailies. Thereupon Thompson worked up several good advertising stories about large winnings, and furnished proofs to the newspapers, so that no one doubted the genuineness of the fabulous winnings. He even furnished a retired colonel of the French army, who made oath to the effect that he had won in a single night over 80,000 francs, or \$15,000. The report of this man's immense winnings was telegraphed to the English and French papers and was widely read. The Casino management affirmed the report, and a strong tide of bettors set in forthwith. This story, which Thompson produced at great expense, so he says, was but one of several which he sent out during the month of December. When he applied to Martone for his first month's salary, however, Martone declined to pay him more than 1,000 francs, as he declared Thompson had not earned the original sum guaranteed, his argument being that Thompson had been engaged to place these stories direct with the newspapers, whereas he had simply made use of the correspondents of the press associations. Thompson declares that the method by which he was to get the stories into print was not specified, and that the authenticity of the reports could not be questioned if sent through the press associations. Thompson insists he has earned his money, and, as he can not collect, he threatens to bring suit, first exposing the system of the Monte Carlo resorts in enticing people to stake money on the red or black. He declares that this system has been in vogue for years, and that few of the reports of immense winnings have been true. The usual mode has been to engage some poor devil who has lost his last sou, and, by paying him a reasonable sum, engage him to swear that he has won a great amount. The perjurer is then dressed in fine clothes, is put up at some expensive hotel, and is paraded around the town as the man who broke the bank at Monte Carlo. The reports of his success, telegraphed all over the Continent, attract the credulous, who believe that fickle fortune might favor them also. In a week or so the winner drops out of sight, and several days later a new one is put before the public by the press agent.

DIGGING.

Lots of advertisers haven't patience with digging methods—the practice of getting at the roots and splitting open the bones of an advertising problem. There is nothing brilliant about it. But it saves a heap of cash.

Many an advertiser throws away a fortune finding out things he might have dug out in a week of careful study. "But who wants to spend a week studying things? Time is too precious. Do something, anything; only do it quick!" So he does it quick and pays the price—if he has it. "Advertise in haste and repent at leisure." **WOLSTAN DIXEY.**

A GERMAN NEWSPAPER.

INTERESTING FACTS ABOUT "DAS MORGEN JOURNAL," THE GERMAN EDITION OF THE "JOURNAL."

Running a German newspaper is not like conducting an English medium by any means. So I was told the other day by Mr. Nathan S. Cohen, publisher of *Das Morgen Journal*, the German end of Mr. Hearst's New York *Journal*. I found Mr. Cohen up to his eyes in work in his big office on the fifth floor of the Tribune Building. He picked up a file of his paper, and running through the pages began:

"You will notice that much of our advertising is of the standing card variety, although we do not encourage it. Many of the small German merchants can not afford to take enough space to show up prices, so they stick to the old style. When it is German advertising to Germans, this is all right, but to the general advertiser such a card in a German paper will prove a frost every time. If it is an American asking for German trade, I advise a concise, truthful description of the goods, with the selling price at the end."

"Which is the most expensive to publish, a German or an English newspaper?"

"The German paper every time. When you turn an ad into an English paper it goes direct to the printer. In our office we employ expert translators, and the expense of putting the advertiser's copy into our language is something like one cent per line, and the cost of a given amount of German composition is higher."

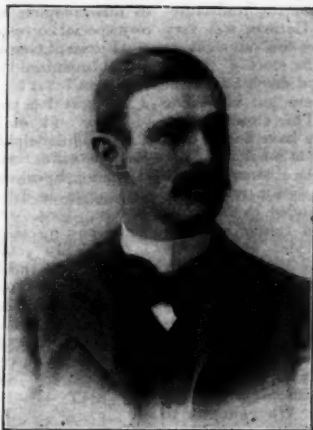
"You see our advertising pages look more like a business directory, than do the English papers. We are trying to induce the German advertisers to quote more prices, and with this end in view, we have made a space rate as

well as a time rate. But this has not brought many around to the idea of frequent changes of copy."

"Germans differ greatly from American readers. They read every line from the start to finish, and the German paper is the link between themselves and the Old Country that the English papers can not supply. Speak to a German in English, and he is cold and distant; but in German—he un-bosoms and lends a willing ear."

"What special features or inducements do you offer to increase your circulation?"

"One of our strongest features for getting closer to the German population is our 'Briefkasten,' or 'Queries and Answers' department. We devote two columns to such matter daily, and it is in charge of a very capable man. His mail brings from 400 to 500 letters each day, which is conclusive proof that the department is a winner. He is asked all sorts of questions. Here are a few samples: 'How long should a young housekeeper boil a ham?' 'How is the best way to get to Tyrore, Pa.?' 'Will some kind person give a poor mother a baby carriage?' etc. If an ad in



NATHAN S. COHEN.

any newspaper is a swindle, and a German finds it out, he will expose the swindle in this department."

"Do you accept all of the advertising that is offered to you?"

"No; we are very careful as to the character of the advertising we admit to our columns. We refused during 1897 more than \$15,000 of business. We will not publish the objectionable medical ads, puzzles, fake financial ads or schemes of any character."

"We get many ads that you never see in the English papers. There are more unique ads in *Das Morgen Journal* than in the *Evening Post*. We also carry many piano ads and announcements of installment houses and

bird and dog sellers. The Germans are great admirers of pets. We also print many ads from German men, who live in regions where women are scarce, asking for wives. These ads, unlike many of those in the ordinary 'personal' columns, are sent in good faith.

"The German people expect to find everything just as advertised. Any advertiser who believes he can bamboozle them will get badly left. I find that the advertiser who traces results rarely stays out, once he starts in our paper. One New York clothing house has used 33,000 lines in *Das Morgen Journal* in a period of three months. This firm watched every ad and asked every customer where he saw it, and is convinced that we have paid them."

"I have heard that the translation of ad copy into the German was very poorly done and that this often causes much confusion in the stores?"

"Yes, I have heard much complaint with the way ads are put into some German papers. The close margin on which the papers have had to take business is responsible for this. Those that have been taking a very low rate could not afford to pay for translation, and the copy was handed to the printers in English. Of course many of the men have no idea about trade terms, and thus the butchery of the sense of many ads. We employ experienced translators to put our copy in German before it goes to the printers. We find this is much more satisfactory, and, therefore, in the long run it is cheaper than the old way."

"We give much attention to typographical display. We endeavor to give the advertisers in our columns all the advantages that are offered in the best equipped English offices. We do not crowd ads into space by the use of agate, which in German is unreadable. Our body type is nonpareil, and my advice to those who wish the best results is to never use smaller type than brevier, as the Germans enjoy easy reading."

"I believe in the use of cuts in German ads. The more cuts used the more attractive the ad is made, and the more goods will be sold by it. I also believe in color printing. We are now giving with our Sunday paper a 32-sheet magazine section in colors. In form and appearance it is nearer like *Lippincott's Magazine* than any publication I know of."

"We also print German music in

our Sunday paper. It is scarce in this country, and our readers, especially the members of the singing societies, are glad to get it. We import music from the old country, and also give the newest and best selections from the New York theaters."

"Do you cater to the men or to the women?"

"To the women. They are our strong supporters. They prefer to read the news in their native tongue. We pay much attention to German society, printing daily columns of personal matter."

"How is your news gathered?"

"To begin with we have the pick of all the matter collected and prepared for the *Journal*, and in addition to this complete service we have our own special correspondents in the principal cities of Germany. Then we have a well organized staff of German local reporters."

"Where does your paper circulate?"

"The bulk of it is local, considerable in Philadelphia and in all of the Eastern cities, as there is no daily German paper east of New York. Our paper is delivered all the way to Boston, East, and to Washington, South, on a special train every Sunday."

"How do your advertising rates compare with those of English newspapers?"

"We charge less per thousand than the average English publication of the same output and of the same class. I do not believe I can say more to-day."

SAM E. WHITMIRE.

TRY.

Try to get the dealers in every town to "stock up" with a thing that has not been and is not being advertised. No matter what the "premium" offered as an inducement, you will find the retailers in every case pretty stubborn about handling goods to which no publicity has been given by the manufacturer. Their business sense tells them not to buy what they have little chance of selling.—*The Curtis Publishing Company.*

BUSINESS TERM.



"CAN'T BE BEAT."

This Postal Card was Sent to Over 25,000 People

THE LADIES' HOME JOURNAL

421-427 Arch Street

PHILADELPHIA

Owing to the great demand for copies of THE LADIES' HOME JOURNAL for January, 1898, the edition is entirely exhausted, and we will therefore be obliged to commence your subscription with the number for February, 1898. Each issue is almost entirely sold out on publication. For this reason we regret we are unable to grant the requests made to date subscriptions from back numbers of the magazine, though it would be our pleasure to comply therewith. It is possible that you may be able to obtain the desired copies from your local newsdealer, who may chance to have some back numbers on hand.

We trust this explanation will prove satisfactory, and thank you for your valued order.

Very truly yours,

THE CURTIS PUBLISHING COMPANY

The February Issue is 740,000 Copies

THE COUNTRY WEEKLY.

By Marco Morrow.

The other day I asked the publisher of an H (exceeding 2,250 circulation) country weekly for rates on a four-inch double-column ad for one year. He asked me \$35, payable quarterly.

"But don't you know," I asked, "that that is more than it is worth to us? We can't afford to pay it."

"Well," he replied, "my space is worth that much to me."

We couldn't do business together, but the publisher could and did tell me about the country weekly.

"Candidly," he said, "I know I was asking you more than you ought to pay, but I can't afford to take less. My space is worth that much money to local advertisers. I am publishing a local newspaper, and when I say *local* I mean it. You would hardly know from reading my paper that the rest of the world exists at all, or if it does exist you'd think it all revolves around this little town. It isn't that our people are narrow; it isn't that they are not interested in what's going on in the world, but they don't want their news at second or third hand. They want their general news direct, and they get it. They take the *Cincinnati Weekly Enquirer*, and *Commercial-Tribune*, or the *New York Tribune* or *World*, or some other semi-weekly, or maybe one of the *Cincinnati* or *Columbus* or *Cleveland* penny daily papers, if they don't live too far away from the post-office, for their general news. But they want to know what's going on in this county, too, and so they take my paper. Now if I publish a *Washington* letter every week, they don't pay any attention to it; they know it's second-hand. But they'd read the same letter, perhaps, in a *Cincinnati* paper. On the other hand, when I get a mileage book and take a trip to *Washington* myself, and send home a couple columns of 'Editorial Observations at the Capital,' they read it.

"Now, it seems to me that it must be pretty much the same way with advertising. It's the local advertiser who gets the best results from a local paper, and, therefore, he can afford to pay a better price for the space than the general advertiser can pay.

"I believe that an ad written by John Smith, the druggist, telling that 'he has gotten in so many gross of Hood's Sarsaparilla in preparation for the spring trade, because he knows

there will be a demand for the old reliable medicine that has worked such wonders for his patrons in the past, etc.,' will sell twice the amount of sarsaparilla in this county as will the expert-made ads sent out in electrotype form by the proprietors. Not that Smith's ads are 'better' in the abstract, but because they fit the paper.

"I think the whole difficulty with the country weekly is that there is too many of it. Too often it is struggling along in a community that can't support it, and the foreign advertiser has to be called upon to keep it out of the sheriff's hands. That's all wrong. The local field must support the paper; if the field is right and the publisher hustles hard enough he will not have any space to spare for foreign ads without robbing his readers, and if he's wise that's the last thing he'll do."

I ventured to ask how the general advertiser is to reach country people.

"Why, it seems to me, without knowing anything about general advertising, that the same rule holds good with him as with the local advertiser. When the countryman reads his home paper he is thinking of home affairs; therefore the home ad has a chance to get in its work. When he reads the paper of more general circulation he is thinking of more general affairs, and, therefore, the foreign ad has its chance. The general advertiser may, and, of course, does, get some results from his advertising in local papers, but he can spend his money to better advantage with papers of general circulation. While it is true that the home paper gets up next to its readers as no other paper does, it is also true that it is valued *solely* for its local features. And every man who is worth anything to the general advertiser, in these days of cheap papers, takes a paper of general circulation. There are mighty few persons who subscribe for my weekly who do not take two or three other papers. And my advice to the general advertiser is to stop wasting time and postage-stamps making me fool propositions; he can reach my people more cheaply and more effectively in another way. Never mind me; you needn't waste any tears on the country publisher. If he's in a field where he ought to succeed, he'll get along without the general advertiser's cent-an-inch offers."

SHED men should plant their ads in the newspapers.

All space allotted to advertisements in The Weekly Kansas City Star has been sold for all issues up to April 6th, 1898. No more orders can be accepted for insertion in any number prior to April 13th.

The Weekly Kansas City Star

Circulation guaranteed
over 120,000.
Advertising rates, run
of paper, 35 to 30 cents
per agate line.

THE ATLANTA (GA.) JOURNAL.

The last American Newspaper Directory catalogues 2,169 daily newspapers in the United States, and gives their exact circulation.

This work is published by George P. Rowell & Co., and is standard. This is the thirtieth year of publication of the American Newspaper Directory, and its value to newspaper publishers and advertisers is incalculable.

No favoritism is shown in making up the list of newspapers and their circulation. The figures of the publishers are gone over carefully by agents of the American Newspaper Directory, and no amount of "pull" or "influence" will change the place that the newspaper receives in the list.

The figures for 1897 have just been published in PRINTERS' INK, that excellent publication devoted to newspapers and advertisers.

It will, no doubt, be gratifying to the people of Atlanta and Georgia to know that the Atlanta Journal has the largest circulation in the Southern States, and outside of the cities of New York, Chicago, Brooklyn, Boston, Philadelphia, San Francisco, St. Louis, Baltimore, Minneapolis, St. Paul, Kansas City, Cincinnati, Cleveland, Buffalo, Detroit, Pittsburg, Washington, Newark, Indianapolis, Providence, Denver, Rochester and Portland, Ore., the Atlanta Journal has the largest circulation in the United States.

Excluding the Washington Star, the Washington Times (morning and evening combined) and the Baltimore Sun, the Journal has the largest circulation south of Philadelphia.

In Georgia the American Newspaper Directory gives the Atlanta Journal more than one-third of the circulation of all the daily papers in the State combined.

The following list shows the important Southern newspapers and their circulation as compiled from the American Newspaper Directory. It will be noted, far behind the Journal are the Louisville, New Orleans, Memphis, Nashville, Texas and all other Southern papers. The list is as follows:

Newspaper.	Circulation.
The Atlanta Journal (Eve.).....	21,386
The Washington Post.....	20,000
The Baltimore World (Eve.).....	19,608
The Atlanta Constitution.....	18,633
The Louisville Times (Eve.).....	17,500
The Memphis Commercial Appeal.....	17,182
The Louisville Courier-Journal.....	17,073
The New Orleans Item (Eve.).....	16,224

The New Orleans State (Eve.).....	13,557
The Louisville Commercial.....	12,500
The Baltimore News (Eve.).....	12,500
The Baltimore American.....	12,500
The Houston Post.....	10,372
The Richmond Times.....	9,173
The Louisville Post (Eve.).....	7,500
The New Orleans Picayune.....	7,380
The New Orleans Times-Democrat.....	7,500
The Nashville Banner (Eve.).....	7,500
The Nashville American.....	7,500
The Dallas News.....	7,500
The Richmond Dispatch.....	7,300
The Birmingham News (Eve.).....	7,285
The Galveston News.....	4,200
The Memphis Scimitar (Eve.).....	4,000
The Chattanooga Times.....	4,000
The Norfolk Virginian.....	4,500

This is a splendid showing, and the publishers of the Journal feel that they have cause to give thanks to the people of the South for their splendid appreciation of efforts to give them a clean, enterprising and reliable newspaper. But the Journal's circulation not only tops that of all its Southern contemporaries, but the circulation of the following newspapers of national reputation:

The Chicago Evening Post, Omaha World-Herald, Denver Republican, Boston Traveler, Cincinnati Commercial-Tribune, Philadelphia Times, Kansas City Times, Boston Transcript, New York Mail and Express, Philadelphia North American, Toledo Blade, San Francisco Evening Post, Hartford Times, New York Evening Telegram, Springfield Republican, Philadelphia Evening Telegraph, Denver Times, Brooklyn Times, Milwaukee Sentinel.

One feature of Rowell's American Newspaper Directory for 1897, worthy of serious thought on the part of newspaper readers, is the splendid showing made by the evening newspapers. In the North, East and West and particularly in the South, the evening newspaper is away ahead in circulation.

These figures given above speak for themselves, but among other things that they show is the fact that the Journal has the largest circulation in Atlanta, the largest in Georgia, and the largest in the South, morning or evening.—Atlanta Journal, Jan. 27, 1898.

THE DECLINE OF THE RELIGIOUS PAPERS.

Our recent reference to the decline of the religious papers in circulation and in intellectual ability and serious conviction, more particularly in this city, is denied with some heat by the Pioneer-Press of St. Paul. The decrease in their circulation and influence during the last ten years is, however, a matter of fact, and is undeniable. Some of them, formerly very remunerative properties, now keep up a comparatively feeble existence, and in the whole list there is hardly an example of notable prosperity.—N. Y. Sun.

The New York Times desires the service of the advertising expert who is most competent to express the great value of The New York Times to American advertisers. To the advertising expert who will prepare for insertion in "Printers' Ink," on this page, the best exposition of the great value of The New York Times to American advertisers, The New York Times will pay

\$100

Inasmuch as several advertising experts may compete for this prize, and only one can win it, and, inasmuch as several unsuccessful competitors may furnish very excellent advertisements, though necessarily unsuccessful on account of being number two instead of number one, and inasmuch as The New York Times may be glad to make use of the efforts of several of the productions of the unsuccessful advertising experts, The New York Times hereby agrees to pay \$5 for every advertisement submitted which recommends itself to its own advertising expert as of sufficient value to be worth using in this space, which costs \$125 for each and every issue.

Sample copies of The New York Times, showing its features—the Sunday Illustrated Magazine, the Monday Financial Supplement, the Saturday Book and Art Supplement and "all the news that's fit to print" every day—will be forwarded on application.

Address all communications to
THE NEW YORK TIMES,

"All the News That's Fit to Print."

ADVERTISING IN JUVENILES.

By S. A. Nelson.

In the minds of a very large majority of American advertisers there exists a strong prejudice against juvenile publications as advertising mediums. This prejudice may be due to one or both of the following reasons: (1) misconception of and indifference to the juvenile field on the part of advertisers; (2) failure on the part of juvenile periodicals to present their respective cases properly.

An investigation of the situation shows that advertisers do not understand the field and so fail to rate it at its exact value, while publishers of juveniles, depending for their profits on circulation, are indifferent to the advertiser and do not pursue him with the vigor shown, for example, by the representatives of women's publications.

The large advertisers of this country are not in business for a day, or a week, or a year, but for many years. With an eye to the trade of to-morrow and beyond, is it not then important that the youth of the country be impressed with the fact that certain articles are better than others—from the advertisers' and consumers' points of view? Youthful impressions are rarely effaced. Many an advertiser of to-day can tell you of "landscape" ads that he can recall from his boyhood days and will remember as long as he lives.

The boys and girls of to-day read more than boys and girls of the same ages ever did before in the history of the world. The public schools in this country have done more for them than most advertisers realize. The young folks of to-day are strong factors in the household buying. They read much and they are quicker to note striking advertisements than their seniors, who have more important matters to think of; and they have influence "at court." To-morrow, next week, or in a year or two they are the permanent buyers, and so in sowing juvenile seed the advertiser not only gains immediate results, but he will harvest a second crop in the seasons to come.

Some idea of the importance of juvenile literature may be had when it is considered that a list of holiday books, when classified, showed that juvenile books led in point of numbers, exceeding all other classified lists, viz., fiction, history, biography, theology, etc. If the leading publishers of this country regard the juvenile field as a leading

factor in their trade—and it is by no means cheap, for it is a cloth bound (75 cents to \$2) trade, then surely the advertiser does not accord it its proper place in his calculations.

A VALUABLE WINDOW EXHIBITION.

In the windows of the Great Northern Railroad Company at 385 Broadway, New York, there is being exhibited a veritable treasure in the shape of a consignment of gold dust and nuggets from the Klondike. These are not of the imitation or "fake" brand, but the genuine stuff itself, and the four boxes of metal that are shown are said to have an intrinsic value of between \$6,000 and \$7,000. They are small iron boxes about 9x6 inches square, and they contain specimens of gold ore, from the finest "dust" to the nuggets almost as big as a hen's egg. The window in which they are being exhibited is very small and narrow, only allowing about three persons to stand abreast and view the costly exhibit. Nevertheless the sidewalk in front of the office is perpetually crowded with people who are satisfied to wait their "turn" and get a peep at the metal in its primitive state.

It is stated that a well-known New York department store offered to buy the gold at a slight advance on its actual value, to use as an advertisement in its own windows, but the offer was refused. This is the kind of an ad that requires a good deal of watching—not so much on the part of the public as on that of the owners or custodians of it.

AS ADVERTISED.

The woman—Can you match this piece of ribbon? The man—No, lady. You may remember it was one of the matchless bargains we ran last Monday.—*Exchange*.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE CITY VIGILANT."

THE
San Francisco CALL

JOHN D. SPRECKELS, PROPRIETOR.

W. S. LEAKE, MANAGER.



Best News Service!

Best Staff of Correspondents!

Best Local Equipment!

CIRCULATION EXCEEDS

50,000 DAILY

THE GREAT FAMILY PAPER.
INTO THE HOMES IT GOES.



PUBLISHED EVERY MORNING IN THE YEAR.



For Sample Copies, Rates and Further
Information, Address

DAVID ALLEN,
EASTERN REPRESENTATIVE,



188 WORLD BUILDING,
NEW YORK.

"YELLOW" ADVERTISING.*By Theodore Hamilton.*

There is a species of newspaper to which the adjective "yellow" is generally applied. Its distinctive features are sensationalism and unreliability. There is a class of advertising in which the same characteristics predominate. It, too, deserves to be set apart in a "yellow" school all its own.

In spite of all that has been said and written on the subject, there seems to be little diminution in the amount of this kind of advertising. Pick up almost any newspaper in the country, and you will find that the ads of leading merchants are marred by the yellow streak. They seem to be more concerned in a struggle for supremacy in the matter of long adjectives and obviously mendacious claims than in anything else.

All lying is bad, but the lie which nobody believes is surely the height of folly. Lying ads deceive nobody. The people of a town know its stores. Even if they are fooled once, they know better next time, and there are few towns big enough to support a store to which no customer comes a second time. No solid and enduring business can be built up by a store which fails to instill into the public mind a firm and unwavering belief in its thorough reliability. And in no other way can a reputation of this kind be gained more quickly and surely than by advertising the truth, the whole truth, and nothing but the truth!

Your goods may be worthy in every respect and your prices may be so small as to make your offer the bargain opportunity of the season, but people won't believe it unless your ads have the ring of truth and sincerity. If you say your "unparalleled, unprecedented array of stupendous sacrifices has thrown the whole town into a furor of excitement," everybody will know you are not telling the truth. If you insist that you are making these wonderful offerings solely in the interest of the dear public, and at an almost ruinous loss to yourself, people will wag their heads incredulously. If you declare that your prices have made all your competitors burst into tears and throw up the sponge, nobody will believe a word of it, for, right on the same page of the newspaper, your competitors are with equal loudness making precisely the same ridiculous claim.

False in one thing, false in all. If

people can't believe one part of your ad, they won't believe any of it. If the big display headings are past belief, it is right and proper to infer that you don't tell the truth when you describe what you have to sell and assert that it is cheap at the price. One little streak of "yellow" will not only spoil the ad, but throw lasting discredit upon you and your store.

People are interested in your store. The expenditure of a man's salary or a woman's allowance is a mighty serious matter. Every cent must be spent to the best possible advantage. People are hungry for information on this important point, and they read ads with that in mind, and that alone. The best advertiser gives them the information they seek in a few short, strong, convincing words. I do not mean that a merchant ought never to "blow his horn." If there is a real and sufficient reason for doing so, I believe in blowing it long and lustily, but its notes should always sound clear and true. Teach people to believe that when the horn blows there's something besides wind behind it. Then it will be as welcome as the dinner-horn to the hungry laborer, but otherwise it will fall upon deaf or derisive ears, as do the harangues of the noisy "barker" before the door of the fake show.

IN PORTLAND.

The business men of Portland, Me., seem to be fond of organizing corporations of large capital stocks with little or none of it paid in. As an example, the *Portland Advertiser* published on Jan. 25th the following notices under the heading, "New Corporations":

Railroad Display Advertising Co., organized at Portland for the purpose of carrying on and licensing others to carry on a general advertising business with \$50,000 capital stock, of which \$30 is paid in. The officers are: President, Edward K. Milliken of Deering, Me.; treasurer, Clarence A. Hight.

Bon Marche Wrapper Manufacturing Co., organized at Portland for the purpose of carrying on the business of manufacturing all kinds of garments and other cloth goods, with \$10,000 capital stock, of which nothing is paid in.

IN LONDON.

LONDON, Jan. 28.—The police have stopped the latest form of street advertisement, which had become a nuisance. A band of comely young girls wearing white conical hats upon their frizzed heads and attired in red, yellow and blue skirts, have been traversing the West End advertising jam wafers. The girls made a display of placards bearing the words, "Eaten by the Queen," and distributed handbills among the passers-by. The police, in order to make a test case, arrested one of the girls in Regent street upon a charge of obstructing the street. She was taken to the police court and fined five shillings.—*N. Y. Sun.*

THE
MORNING HERALD,
BALTIMORE.

Daily, Sunday, Weekly.

THE HERALD is the only paper in Baltimore whose circulation books are open to inspection.

THE HERALD has the largest Sunday circulation in Baltimore.

THE HERALD has the largest daily circulation in Baltimore—with one exception.

THE HERALD is the only paper in Baltimore willing to swear to its circulation.

THE S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising,

Tribune Building, New York.

The Rookery, Chicago.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTER'S INK.

I am in receipt of a small paper called the *Weekly Flashlight*, published by Mr. W. E. Moore, of Eureka Springs, Ark. This paper consists of four pages, three columns to the page, and is evidently issued for the chief purpose of pushing the business of Mr. Moore. It, however, has in it several very fair advertisements by other people. In fact, it is the smallest paper I ever saw to run anything like creditable advertisements. I make several quotations from these advertisements which may suggest something to some one:

A "Fat" Pocket-book

As a usual thing is an absolute necessity to the average person, and while it is very nice and convenient to have a purse of this kind, yet a "lean" one is the kind that will buy a big lot of goods at our store. To be sure, it is early in the season to sell goods at cost, but we have determined not to carry over a single fall and winter article. To do this we tell you plainly that for the balance of the month of December you can buy any piece of fall and winter goods at absolute cost.

In Every Position

In business. In pulpit, in office, in shop, the same 35 in strawberry boxes.

The Best Always Gets on the Top.

That's what's the matter with us. That's why we are on top in job printing—simply and solely and purely because we are the best.

The Nibble of a Mouse

Will eventually consume the biggest cheese, and the loss of nickels, dimes and dollars will finally deplete the fattest purse.

Buy your holiday goods at Bishop's, where a "short" purse will reach "long" values.

Every Week is Bargain Week

At our store, and that's why, notwithstanding the hard times, we do a good business. That's why the people like to trade with us. One can readily see why this is true—we pay cash, hence get our goods at the very lowest prices, which, together with the fact that we invariably sell for cash (risking nothing in the way of unsettled accounts), insures our customers genuine bargains.

I have before me two advertisements of Messrs. Schleyer & Henderson's, of Circleville, Ohio. These two advertisements I will reproduce as nearly as

possible, because they show a difference in setting which I believe will make an important difference in the results obtained:

All Jackets Half Price.

We want to turn all our Jackets into Money, and we want the money right away. So we have put a price on them that will accomplish the desired result:

All our \$2.00 Jackets for the next week \$1.00
All our 3.00 Jackets for the next week 1.50
All our 4.00 Jackets for the next week 2.00
All our 5.00 Jackets for the next week 2.50
All our 6.00 Jackets for the next week 3.00
All our 7.00 Jackets for the next week 3.50
All our 9.00 Jackets for the next week 4.50
All our 10.50 Jackets for the next week 5.25
All our 15.00 Jackets for the next week 7.50
All our 17.00 Jackets for the next week 8.50
All our 20.00 Jackets for the next week 10.00

We can not offer our Capes at Half Price, but we are selling them at greatly reduced prices.

Buy Only Good Goods.

When you buy a poor thing it worries you as long as it lasts. Then don't buy poor things. At our store you get only good goods. We keep no other. And the price is as low as that charged for poor goods elsewhere. Christmas presents bought of us are bound to please. And as time goes by their worth will be more and more highly appreciated.

DRESS GOODS Half-wool novelty dress patterns, 8 yds. length, for 80c.; others at \$1. All-wool dress patterns, plain or fancy, 7 yards, for \$1.75. A special Christmas bargain—48-inch all-wool, neat-figured black Brocade, regular price has been \$2 per yard, Christmas sale 75c. All our Ladies', Misses' and Children's Jackets at Half Price.

Our \$2 Jackets for \$1; our \$3 Jackets for \$1.50; our \$5 Jackets for \$2.50, and so on up to the best Jacket in the house—you can buy any of them at Half Price. And they would be cheap at the Full Price.

HANDKERCHIEFS We have a very handsome line of Handkerchiefs—very cheap at the price put upon them—2 for 5c., 10c., 15c., 25c., 40c., 50c., 75c. and \$1. Do not fail to visit our Notion Department, where a multitude of small and appropriate Christmas gifts may be found. Pocketbooks, umbrellas, fascinators, stamped linens, fancy pillow covers, kid gloves, kid mittens, **NOTIONS** wool mittens, ribbons and an almost endless variety of suitable Christmas presents. If you can't quite make up your mind what to get for somebody, call and look over our notions, and the perplexity will vanish.

One of these advertisements has the prices set in a column one under the other, so that the figures at which the

goods are sold can be plainly seen. The other advertisement is set as if it were reading matter, with the prices all in a jumble mixed in with the words, so that unless one examines the advertisement closely, or reads it through, they might not even know that prices were mentioned. Now, I believe that for a dry goods store prices are essential to good advertising, and, this being the case, I believe that the way in which the prices are handled in the advertisement headed "All Jackets Half Price," is five hundred per cent better than the way the prices are handled in the other advertisement. If prices are desirable, or are an important part of an advertisement, then set the advertisement so that the prices show, and so that the persons who are interested in these prices can easily get at them and know what they are. * *

The Badger Furniture Co., of Indianapolis, Ind., sends me some clippings of their five or six-inch single-column advertisements. There is nothing at all striking about them that would be likely to interest any one to buy. About the only good I can see in them is that they keep the name of the Badger Furniture Co. and its business before the minds of a part of the public. In their advertisements they state that they have desks for ladies at \$6.75, \$8.50, etc. Desks for men at \$12.00, \$16.00, etc. I do not believe that statements of this kind do any one any good. If they are a first-class furniture house they certainly have desks at several prices, and the public ought to know this. The way to advertise furniture is to take some particular article, describe it thoroughly, and if possible give an illustration of it. I like the idea of devoting one entire advertisement to desks. That is all right, but instead of saying that you have desks at a variety of prices show a picture of this \$6.75 ladies' desk. Tell what kind of wood it is made of. This will be much more likely to sell it and bring customers to the store than a dozen general advertisements, such as the ones which the Badger Furniture Co. have kindly sent me. * *

I mentioned once before in this department the fact, that I considered the right description of goods in an advertisement as a very essential feature.

I recently received a letter from a

merchant, who evidently had not noticed my remarks, asking me whether I regarded a full description of an article as a waste of space. He sends me an advertisement of his in which he has a number of items of men's wear mentioned. One is: "Men's Kersey Overcoats, \$22.50." This is all he says about the overcoats. I don't think that an advertisement of this kind is likely to do any good. If I were describing these overcoats, I would be explicit about each item. I would say: "Men's Kersey Overcoats in blue, black, Oxford mixed, and in drab mixed. They have silk velvet collars, lap seams, raw edges, plaid body lining, Skinner silk sleeve and shoulder lining, bellow pockets, very stylish overcoats, at the moderate price of \$22.50." I believe this description of a garment, if a truthful description, would be much more apt to attract the reader, and much more apt to bring him to the store as a purchaser, than the poor statement of "Men's Kersey Overcoats, \$22.50."

Advertising to-day is only successful when it is carefully and intelligently done. * *

A merchant from a Southern city, who recently visited New York, writes me a letter asking my opinion in regard to decorations of stores. He was in New York during the holiday season and noticed the extensive decorations in some of the great stores. It struck him that there was a great waste of money in these decorations.

Experience teaches me that the proper decoration of a store is one profitable way of drawing a crowd. The public generally like to see a store enterprising and up to date. They like to see a store enthusiastic over its own merchandise and its own occasions of interest. The fact that a store, selling holiday goods, puts on holiday dress not only fills the minds of the public with holiday spirit, but helps to get them in sympathy with buying the holiday goods which the store offers.

I should suggest decorating a store quite often, provided the decorations are good and came within the limit of expense that the store can stand, and are not repeated so often as to become monotonous. I think that any store of a large size carrying general merchandise could afford to hold a festival of decorations anywhere from two to four times a year. Most dry goods or

department stores can afford to decorate for Christmas, decorate for Easter and decorate for their fall opening. John Wanamaker and Siegel-Cooper Co., of New York, both make a good deal of business capital and draw thousands of people by their judicious use of store decorations.

John Wanamaker, I believe, carries out this feature in his store with greater success and more perfect system than any other merchant in America, and in fact in the world. He has very frequently some part of his store especially attractive, either by decorations of merchandise or holiday decorations, such as Easter lilies, Christmas evergreens, harvest home fruits and flowers. Hundreds of thousands of people who regularly visit the Wanamaker store were first brought there through the desire to see some of the unique feature of decorations. When they came, they were so interested in the spirit of the store and the beauty and reasonableness of its merchandise, that they grew to be frequent visitors.

I believe it is well for every store to, if possible, draw the floating population to visit them through curiosity every once in awhile. A great many of those who come through curiosity will come again for the purpose of buying, if their curiosity is satisfied in a pleasant way upon their first visit.

* *

I have the following letter:

DEAR SIR—One of the leading dry goods merchants of this city told me to-day that he believed it did not pay to advertise in dull times, which he in common with most of the other merchants claim the present season to be. He argues that people have very little money to buy goods with now, and, therefore, advertisements do not interest them, no matter what the inducement to secure their patronage.

For instance, he stated he had advertised fifty cloaks for \$2.69 each, that formerly sold for \$12 each, and only sold two of them, neither of which sales, as he claims, were due to his advertisement.

He also says the people have no faith in advertisements and that they believe they are merely baits or promises that will not be fulfilled. This merchant does not use display advertisements. He uses readers run in among pure reading matter on the local page of the daily, but does not advertise continuously. He seldom describes his goods further than to give the former and present price.

In the instance he noted, was the fall in price too great for people to believe? Would be pleased to have you express an opinion as to why he could not sell his cloaks.

Yours truly,

D. L. Croy.

I have very little faith in advertisements set as reading matter, such as are usually used by dry goods and

other stores. Such advertising, to my mind, is more than likely to be a waste of money, not only in dull season, but in busy season as well. I know that a dry goods store demands an entirely different kind of advertising from a patent medicine. I don't believe that there ever was a dry goods store that could build up a business and do profitable advertising by means of the ordinary readers. Again, the statement that cloaks that formerly sold for \$12.00 are now offered at \$2.69, is not calculated to impress anybody unless some plausible explanation is given as to why these cloaks were reduced to this ridiculous price. On the face of it, without knowing the facts, I should be inclined to believe the reason the cloaks were reduced was because they were so very old—that they now were not worth more than \$2.69. The advertisement referred to appeared in the heart of the cloak season, and therefore there must have been some reason why this reduction was made. It really doesn't sound honest, whether it was or not.

The merchant states that the people have no faith in advertisements. Perhaps this is because he has not been absolutely honest with the public in his own advertisements. People very soon find out when the merchant tells the truth in his announcements. They may at first be prone to believe they are not truthful, because they have been fooled by some one else's advertisement; but if a merchant will advertise right, and back up every advertisement by doing exactly what he says, he will not have to keep it up very long before the people will get acquainted with the fact.

That the merchant does not advertise continuously is another reason why his advertisements do not pay. A further fact that he gives no description is another reason why they do not pay. Unless the merchant has very great prestige for having always told the truth in his advertisements, it will do him very little good to say that cloaks formerly sold for \$12.00 are now \$2.69. The mere statement of the fact without an explanation, or without the people having been taught to believe that his announcements are all truthful, is not apt to do him very much good. I can very easily believe that he did not sell any cloaks from the advertisement. I do not think he deserved to. A man can't play with advertising and expect the people to flock to his store when he makes a seemingly ridiculous statement.

This represents the opinion of the editor of PRINTERS' INK.

THE FAR WEST.



San Francisco,	California,	Bulletin
San Francisco,	California,	Examiner
San Francisco,	California,	Chronicle
San Francisco,	California,	Call
Los Angeles,	California,	Times
Sacramento,	California,	Bee
Sacramento,	California,	Record-Union
San Jose,	California,	Mercury
Oakland,	California,	Tribune
Portland	Oregon,	Oregonian
Seattle,	Washington,	Post-Intelligencer
Seattle,	Washington,	Times
Spokane,	Washington,	Spokesman-Review
Anaconda,	Montana,	Standard
Butte,	Montana,	Miner
Helena,	Montana,	Independent
Denver,	Colorado,	Rocky Mountain News
Denver,	Colorado,	Republican
Denver,	Colorado,	Post
Denver,	Colorado,	Times
Salt Lake City,	Utah,	Tribune
Salt Lake City,	Utah,	Deseret News

The man who would advertise to reach the people of the Far West will get more for his money if he will spend it all with these papers than he will by dividing it up, giving these a portion and another portion to other papers. The advertiser can never reach everybody. He should content himself by addressing the most people he can of the best sort for the money he has at command. There are other good papers in the Far West besides those here named, but those mentioned above are the best.

THE MISSOURI VALLEY.



A Choice Selection of Newspapers in Seven States.

MISSOURI
IOWA
MINNESOTA

SOUTH DAKOTA
NEBRASKA
KANSAS

NORTH DAKOTA

KANSAS CITY, MO.....	STAR
ST. LOUIS.....	CHRONICLE GLOBE-DEMOCRAT POST-DISPATCH REPUBLIC
DES MOINES, IOWA.....	LEADER NEWS STATE REGISTER
SIOUX CITY.....	JOURNAL TRIBUNE
TOPEKA, KAS.....	CAPITAL STATE JOURNAL
WICHITA.....	EAGLE
LINCOLN, NEB.....	STATE JOURNAL
OMAHA.....	BEE WORLD-HERALD
MINNEAPOLIS, MINN.....	TIMES JOURNAL TRIBUNE
ST. PAUL.....	DISPATCH
FARGO, NO. DAK.....	FORUM
SIOUX FALLS, SO. DAK.....	ARGUS-LEADER

This is not a paid advertisement but a compilation made by the Editor of PRINTERS' INK.

Established in 1864.

THE

Chicago Newspaper Union

is a combination of **Fifteen Hundred Local Home Papers**—published on the co-operative plan. They are a power in the States of Ohio, Michigan, Indiana, Illinois, Wisconsin, Iowa, Nebraska, South Dakota and other States—their combined circulation exceeds

A Million

**copies
a week**

Those who have tried them and found out what pays and what doesn't, are the ones who continually use them—hard-headed business men. Your name on a postal card will bring you our new Catalogue, together with our method of doing business and any other information you may require.

CHICAGO NEWSPAPER UNION,

87 to 93 S. Jefferson St., Chicago, or
10 Spruce Street, New York.

BUSINESSES INADEQUATELY ADVERTISED.

V.—PIANOS.

Piano manufacturers generally, and particularly those who advertise their instruments, will claim that pianos are largely advertised, and in some cases

IRKSOME EVENINGS

At home can often be charged to the absence of music in the house. No well-regulated home can afford to be without the charm of a Piano. It makes the house attractive to both parents and children.

But Pianos are costly! Bought outright they are, but if you are a reliable party we can sell you one for \$1 a week. Call and choose your own instrument.

**SHARP AND FLATT
BROADWAY.**

this is undoubtedly true. But if the quantity of the advertising is sufficient, the quality of it is certainly inadequate to interest the modern public. Piano advertising in general is very poor indeed, and it is usually of the baldest kind. This is all the more to be wondered at because nowadays many

NOTES OF ADMIRATION

—Notes that are admired by all musical critics—are easily produced from any of our Pianos.

Music, you know, is a magnet in the home. It keeps the children in—it draws friends for mutual enjoyment.

In fact, "What is home without a Piano?"

Can't afford it? Bosh!

You can have the very best in our store on easy terms—\$5 a month.

What's easier?

Call and see us about it.

**SHARP AND FLATT
BROADWAY.**

of the largest manufacturers and dealers sell the instruments on easy terms of payment, and really want to attract the lower middle classes and working people, whereas they make little or no effort to do so in their ordinary newspaper advertising.

There are plenty of heads of families who would gladly have a piano for

their homes if they knew that they could secure a good one on the installment plan, and if good, attractive and convincing advertising conveyed that information to them, the instruments would soon be found to be in greater demand. Parents with growing children old enough to learn how to play the piano could easily be induced to buy one on the weekly or monthly payment system. But this is a class of advertising that is very little done, and when done is of a very poor quality.

There are very few people who can afford to buy a piano and pay cash down. Pianos are costly instruments. Good ones cost several hundred dollars, and to be brought within the reach of poor people they must be sold upon the installment plan. When it comes to advertising carpets and house-

YOUR EDUCATION

Or that of any member of your family is not as good or as perfect as it might be, unless you know how to play the Piano. If you don't know, see that your children learn. It is one of the most indispensable of modern accomplishments.

If your means are small, we can benefit you in this matter. Get a Piano from us and pay only \$5 per month until you own it.

Call and choose what you want.

**SHARP AND FLATT
BROADWAY.**

hold furniture upon the easy payment system, just consider what really good, attractive and interesting reading matter the advertising furniture houses give us; but pianos! they are presented to the public in a wretchedly poor and unattractive way. No effort is made at originality or novelty in either display or wording, and the consequence naturally is that the piano business is not in the flourishing condition that it might be if more care were given to its advertising.

I do not remember having seen even a fairly-good piano advertisement—outside of the magazines—in several years. They do not seem to find their way into the newspapers at all, but that is just where they should be all the time. Even the magazine advertisements are often designed with the view of possessing artistic beauty

rather than convincing logic and plain facts—the only points that really assist in selling any kind of goods. And the magazines—even the cheap ones—are not the media to reach the working public. The daily paper is the only channel through which the bulk of the lower middle classes and toilers can be effectively and quickly reached.

I would suggest the use of a few two-inch single column ads, as per samples herein. With a little care in the display they might be made very effective, and the wording, I think, is of the kind that usually attracts, interests and convinces. Any advertisement possessing these three elements is bound to be a good one.

HOME COMFORTS

Are not complete in refined families without a Piano. It keeps the girls home, it provides entertainment for friends and visitors, it is both a useful and ornamental article of household furniture.

You can buy one almost unknown to yourself by dealing with us. From \$5 to \$8 a month will buy the best in our store, and that means the best in the city.

Come and choose your instrument.

**SHARP AND FLATT
BROADWAY.**

I do not know whether pianos are sold on such small installments as indicated in these advertisements, but the price is not very high anyhow. Of course it will vary with the value of the piano purchased, but the dealer or manufacturer knows best on what terms he can afford to sell the instruments.

The writer believes that the piano trade would feel the effects of a big boom if some enterprising dealer would practice intelligent, educational and attractive advertising in the newspapers, and thus instruct the people in the desirability of having such an instrument, and tell them how easily it can be obtained, and where.

JOHN S. GREY.

IT REQUIRES EXPLANATION.

My business is one that requires explanation. Thousands of good business men do not yet know anything about the work of the advertising specialist. That is the reason I am still struggling along without the steam yacht I really need.—Charles Austin Bates.

THE SANDWICH MEN.

The New York *Evening Telegram* published on Jan. 29th this amusing sketch:

The green-eyed monster of jealousy has invaded the breasts of the sandwich men in the lower part of the city, and to-day they held an indignation meeting in Ann street. While the sandwich men have never been organized into a labor union, they have had a set of rules and regulations under which they worked, and which prevented them from seriously interfering with one another.

A few days ago, however, there appeared in their ranks an Italian carrying a sandwich advertisement of a jewelry house, and although he appeared unconscious of the fact, he created a sensation. Late that afternoon many of the sandwich men gathered as usual in Ann street and talked about the Italian. Among them were "Irish Pat," "Sheeny Mike," "Dawdling Timothy" and "Red Randy." The latter acted as a sort of chairman, and he called the meeting to order by remarking that now that the "Italians" had entered the time-honored calling, there was no telling what would happen.

The other sandwich men shook their heads, and showed that they were sorely troubled. The chief cause of their agitation was the fear that if the Italians once got a footing in their business there would be a cut in wages. The meeting finally broke up with a tacit arrangement that an attempt should be made to freeze out the Italian by giving him the cold shoulder.

The Italian had a rocky road to travel after that, and whenever an opportunity occurred he was subjected to jeering remarks, and was bumped about in the crowded streets. He stuck to the business through it all, and yesterday he appeared in the streets with a new and brightly-painted sign, which he proudly carried high in the air, and fastened to his belt was a clock which showed the exact time to everybody who wished to know the hour of the day. Altogether, he made a pronounced hit.

The other sandwich men were furious. They had borne patiently with negroes masquerading as American Indians and dudes with electric light advertisements on their dress shirt bosoms, but the clock was too much for them. It has been decided to organize a union and secure remedial legislation.

The Manor Cemetery.

CROTON-ON-HUDSON, NEW YORK.

A few acres of the old Van Cortlandt Manor have been set apart for this cemetery. Adjoining the Hudson River R. R., it overlooks the river and has an ideal situation. Lots may be purchased at the rate of 25 cents a foot, and upwards. Apply to the Treasurer at the New York Office.

EVEN cemeteries are to-day advertised, as the foregoing announcement, taken from the *American Authors' Guild Bulletin*, indicates. How to "create a demand" for such a commodity is one of the interesting questions of advertising.

NEWS AND ADVERTISING.

A prominent New York clothing house advertises "another great scoop." Truly, the advertisers are beginning so use the vernacular of the news gatherers; and it is a natural instinct, for advertising and news tend steadily toward convergence. Perhaps they may never be perfectly blended, but it has already been established that the advertising which has a news element in it is the kind which brings patrons.—Kenton (O.) Democrat.



THE MAIL

AND

EXPRESS

CARRIES

More Paid Advertising

Than any Evening Paper in New York

You know why,
of course;
it brings results.
No driftwood.

Every reader is a purchaser.

203 BROADWAY, NEW YORK.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Whatever you say about your business in general, let there be something of an argument about it. This word argument in this connection doesn't mean a contention, but a statement of some reasonable reason why your store should have preference over others. Don't make it absurd or exaggerated or grandiloquent. Don't pound the desk or go into a heat about it. Don't try to make a very important reason out of a trivial one, but state it as it is, big or little, if it is no more than a new orchid in your window or an interesting picture on the wall. Imagine you met an acquaintance on the street and said to him: "Come in and see me to-morrow; I have a new book of engravings I would like to show you"; or "the latest popular song to play you," or "a new bay window to bask in." These are reasons for coming. They may fetch him or not, but are better calculated to than if you declared that you had the "greatest, grandest, most stupendous and unparalleled aggregation of attractions ever assembled under one roof."

* *

How They Say It.

A Good Explanation of Why.

A Positive Sensation in Cut-Glass. The cut-glass movement is one typical of Wanamaker's, and consequently one especially important.

There's a little town called Corning up in the hills of Steuben County, N. Y., which is the home of the largest, oldest and best cut-glass works in America. It came to our ears some months ago that these works were to be shut down for the winter. We made this proposition—that rather than throw the workmen out of employment, they should be kept at work for us. This arrangement was finally perfected, and as a result we have about \$20,000 worth of new and beautiful goods which we own at the cost of the blank glass and the labor of cutting. This morning we put them on sale, in all their irresistible beauty, at prices which we think have never been approached in New York—certainly not when such quantities were concerned.

A Sale of Handled Books: "Hurt" books, we call them, but rather through pity than truth, for they're not hurt much. They show signs of handling, to be sure, but the

place they show it most is in their prices. We begin a selling of them to-day, and it's your chance, if you're a book lover.

In Washington.

A Sensation It Will Be. Prepare therefore for startling and unparalleled values.

Picture of Mirror.

Dutch Inlaid Cheval Mirror. The elegant massiveness of this piece is right in keeping with the old ideas of substantial beauty. Beautiful Inlays cover almost the whole surface of the wood in the frame. The companion pieces to this mirror are also in our art collection.

Our Little Price Full Dress Suits \$25. All silk-lined and tailored first-class in every detail. Made to order. Makes it possible for every man to own one. You often hear: "Well, I would go to this or that if I had a full dress suit." You needn't ever be in that predicament.

Right to the Point.

Pianos Took a large number of \$3, \$4, and Square Pianos in exchange \$5 month. for new ones during the holidays. To close them out quickly we are selling them from \$20 to \$100. Payable \$3, \$4, and \$5 per month. Agents for "Washburn's" world-renowned mandolins and guitars, and "Stewart" banjos.

"To-day."

\$7.50 For \$12 Suits to-day. Choice of men's single or double-breasted sack suits in fancy chevrons, cassimeres, worsteds, etc. Our guarantee for perfect fit and satisfaction. All garments kept in repair one year free.

In Philadelphia.

Maker's Jewelry Sacrifice! He's moving. Costs money to move. He found it cheaper to sacrifice a large part of his stock to us than to move it, and you get lorgnette chains, 14 kt. gold filled, worth \$2.50, \$3, and \$4, each, for \$1.98. Fancy stick pins, of sterling silver (some jeweled) worth 50c., for 25c., etc.

Offician.

Our Honest Dollar Thermometer, Eight inches long, plate-glass back, with big, easy-to-read figures; a bracket that fits any window frame; accurate, slightly, durable, necessary. Ferguson & Weston, Chestnut and Fifteenth.

Pianos for a Life-time. Whether cheap or costly (\$150 or \$1,500) they all wear if from Heppes'. Difference in tone, but not in durability. Write for list.

From Everywhere.

Attention, Small Men. We have just 30 overcoats in sizes 33, 34 and 35. They cost us \$6.00 to \$7.50. You can buy them while they last at only \$4.00.

A World of Watches. You will go far before you find another such stock of watches as we carry. We have every good movement made, and our knowledge of what is good is founded on the sound basis of experience. In cases we carry the most unique, beautiful and decorative designs that skill and art can fashion.

High-grade repairing. Watches come hundreds of miles to our repair department. Our reputation for careful, skillful watch repairing and jewelry work has extended over wide territory. You can bring such work here with absolute confidence that it will be rightly done.

A Kentucky Idyl.

Mr. DINGLEY

had shot guns in his tariff schedule. As a result of this duty guns have

Advanced 37 Per Cent.

Anticipating this advance we contracted last March for a large shipment of imported guns at the old price. We propose giving our customers the benefit of this purchase. Think of buying

Under a High Tariff a Breech-loading Double-barreled Shot Gun,

with Bar Locks, Rebouncing Locks, Extension Matted Rib, Laminated Steel Barrels, fine Walnut Stock

For \$12.50.

We have never offered such a bargain in a gun. These will not linger long with us at such prices. Game is abundant, and besides you want a private policeman like this to protect your hen roosts and coal and meat houses. That rusty old cast barreled gun you've got now is as dangerous at one end as it is at the other. It's liable to explode at any time and impose upon your widow the disagreeable duty of realizing on your life insurance policy. We have some very fine Parker's, selected by our buyer in person last week in Chicago. **Come and Look at Our Stock.**

FORBES & BROTHER.

Any Business.

Coin of the Realm.

A double eagle is a very beautiful golden-looking coin, but it is no more a coin of the realm than a common nickel. If you save enough of the latter they will turn into double eagles. Many of our customers say they have captured these rare golden birds by the nickels, dimes and dollars saved in trading at our store. Here is an example of how this is done:

(Goods and Prices.)

Bargains in Dress Goods. 69 pieces fancy cheviot, 25 different styles, 37 cents per yard. 975 remnants in useful lengths, in covert, serge, drap de ete, cashmere and silk and wool novelties, at 1/2 and 1/3 the usual price.

Keep Your Husband At home nights by making him comfortable; get him a nice warm pair of slippers to rest those tired feet in. They're cheap enough—45c. to \$2. And we have some very pretty ones to select from.

That Wife of Yours Will appreciate one of those new washing machines. A 10-year-old child can run them with ease. If you want to make your home a heaven on earth, get one.

Grocery, by John T. Fitzgerald.

When You Have Company You want everything just right, especially the dinner. It is liable to be a failure if the materials are poor. Meats and groceries bought of us will help you to serve faultless dinners.

Grocer.

"A Man's What He Eats." The better the food the better the man who eats it. Buy only what you know is good and wholesome; that which contains the best nutritive qualities. You'll find the following up to our standard:

(Goods and Prices.)

Clothing.

Think What a bargain a strictly all-wool overcoat in blue, black or brown beaver or kersey cloth, sewed throughout with silk and lined with farmer's satin, is at \$10. Act at once and secure it for yourself.

Be Quick! We are closing out every odd piece of Furniture and every short length of Carpet at a most pitiful price.

Effective Display.

What Size Foot?

Men jump at the \$4, \$5, and \$7 English enamel shoes we started yesterday at \$2.49. Again today—and mostly small and large sizes. "Bulldog," "Orient," and "Elite" toe, with or without cork sole. Hand-sewed and the best that come. Were \$4, \$5, and \$7. Now.....\$2.49

Crocker, Shoes Shined Free
939 Pa. Ave.

Things To Adore.

BUILDERS' HARDWARE.

EMBRACING:

Locks and Butts, Plain and Bronze, Blind and Door Hinges, Sliding Door Hangers, Padlocks, Hasps and Staples, Sash Locks and Lifts, Transom Lifts and Pivots, Weights, Cord and Pulleys, Grates and Tile, Etc.

ALL GRADES AND ALL STYLES. WHOLESALE AND RETAIL.

KENNEDY & CODY,

Agents for P. and F. Corbin.

"LOST IN A CROWD."

By Jno. S. Grey.

Does not the bulk of advertising in the leading magazines detract from the pulling power of each ad? PRINTERS' INK has asked for discussion on the subject, and certainly it admits of many opinions on both sides of the question. Nevertheless, I think even magazine publishers themselves will admit that the greater the quantity of advertisements in a magazine the smaller the individual power of each becomes. This result is all the more certain in cases where rival goods are profusely advertised. Thus we often see eight or ten pages of bicycle ads, many of sporting goods, and also several pages of piano announcements. They are generally "classified," unless in special position, and this makes the advertising pages a mere directory. Twenty piano ads, all together, nullify each other's effect, where one only would stand out and command attention from the mere fact of being alone.

You can hear one man who is talking to you better than you can hear any one of twenty who may be talking at once. You can see a man better, and be more impressed by his appearance and manner when alone with him, than when he is but one of an equally interesting and impressive crowd. Individuality asserts itself much more in the individual than in the crowd. But then the magazines can not refuse to take a number of advertisers whose goods are alike, and, as the advertisers seem willing that their announcements should be classified with others of the same kind, nobody—not even the public—can complain.

It is reasonably certain that the average magazine reader does not peruse all the advertising pages, or even look through them. Those that do are people who are directly interested in the advertising, because they have needs which they think those ads will tell them how to supply. But *all* readers of a magazine *must* see the advertisements that are in position—those occupying the covers and the pages facing reading matter—in any part of the book. For those who are content to be "lost in the crowd" the run of paper is good enough, but is it not a little singular—not to say significant—that the choice positions are almost always taken by the best known and most successful advertisers, whose experience has taught them the great dif-

ference between *forcing* yourself on the public eye, and waiting for the public eye to find you? It is not merely that they can better afford to pay for such position, they insist upon having it, because they will not consent to be "lost in the crowd."

Sometimes we come across a really beautiful, artistic and striking page ad hidden away among sixty or eighty pages of other announcements. For the most part they are wasting their sweetness on the desert air, for a large percentage of the magazine readers never see them at all. We who are interested in advertising see them, of course. It is our business to look for such things, but if we were not directly interested, how many of us would see them?

Now, if a thick bunch of ads in the back of the book are not seen by all readers, it stands to reason that the bulkier they get the less chance is there of their being read, and the only way that I can see to compel such ads being seen is to back up each page with literary and artistic matter, as some of the magazines have done in the past. The interpolation of humorous matter and comic cuts used to raise many of the advertising pages in the back part of the magazines to the dignity of special positions. If the objection were that it would make the magazine too bulky, I would ask has any purchaser ever grumbled at the book being too big, provided it contained a good supply of literature?

If the excuse be that the adoption of such a plan would entail a much greater expenditure for paper, I would reply that the increased value of each of the advertising pages in being individualized instead of "lost in a crowd" would far more than offset such an expense. It seems certain that a vast number of continuous pages of solid ads does not benefit the advertisers as much as the plan I suggest, which, of course, is not new nor originated by me, but still, I think, always had considerable merit. Poems, short essays, editorial notes and other interesting items, as well as paragraphs of a humorous nature, might also be used to back up advertising pages in such a way that every page of advertising would be facing reading matter.

Perhaps both publishers and advertisers can, in response to the call of the Little Schoolmaster, furnish some better suggestions than mine. It is a matter of serious importance.

GO**OVERLAND to KLONDIKE**

VIA

THE SPOKANE ROUTE.

Any one will Send a Map and Guide.

YOU CAN SELL BEST to
those who have the most
money to spend.

Of all Western cities, Spokane,
Wash., according to Bradstreet's
reports, had the largest increase in
bank clearances during 1897.

THE SPOKANE SPOKESMAN REVIEW

Daily, and Twice-a-Week,

Is pre-eminently a home paper.
It covers by carriers, Spokane
and over 75 neighboring towns.

THE PREPOSTEROUS LOUD BILL.

DETROIT, Mich., Jan. 29, 1898.

Editor of PRINTERS' INK:

I see that the iniquitous Loud Bill for "postage reform" is before the House again. It does really seem strange that a man honored by so responsible a position as Mr. Loud has been honored with, can not confine his arguments for his pet measures to a truthful statement of postage affairs. Mr. Loud distinctly states, in his arguments against the present rates paid by newspapers, that it costs but eight cents per pound to deliver letters, on which thirty-two cents are received (a gain of twenty-four cents to the government), and that it costs eight cents per pound to deliver a pound of newspapers for which only one cent has been received—a loss of seven cents per pound to the government. Bless his dear little soul, there are some (on an average) thirty letters in a pound of letters, whereas there are only some three or four papers (on the average) to a pound of papers; and yet he would have us believe it costs no more to deliver some thirty parcels than it does three or four. What common sense is there in that, I would like to know?

Again, in charging up to the newspaper receipts, Mr. Loud has taken no account of about 100,000,000 of pounds of government matter carried *free* last year, nor of some 60,000,000 of pounds of county newspapers carried absolutely free of cost to the publishers. These two items make a total amount of nearly 160,000,000 of pounds. Multiply this by eight cents, which Mr. Loud says it costs to carry, and you would have an amount of \$12,800,000; whereas, according to Mr. Loud, the deficit for 1896 was only \$8,127,088.44. Or, make the computation this way: Charge the 60,000,000 pounds of county weeklies at one cent per pound, and there would have been received therefor \$600,000. Charge the 100,000,000 of government merchandise just what any one else pays, eight cents per pound for one-half of it, and sixteen cents per pound for one-half, and you would have the neat little sum of \$4,000,000 for the eight cent rate, plus another sum of \$8,000,000 for the sixteen-cent rate, a total due the mail department for government use of some \$12,000,000, or nearly \$4,000,000 in excess of the deficit, and not count in the free county weeklies at all. In other words, if the

government will pay its own mail privileges (as it should) then there would be no deficit at all.

Neither can there be any argument adduced that any class of business (newspapers in particular) should have their rates increased in any way so as to enable Uncle Sam to have all his post-freight carried absolutely free of all costs to any other department. I understand that typewriters, office desks, carpets, etc., etc., are carried at post rates for Uncle Sam, or rather are sent out free by the postal department. If Mr. Loud will direct his attention to such abuses as these, then he need not lie awake nights devising plans of decreasing free delivery systems, or for burdening industries that now really pay their postage way, in order to save a deficit in the department. For, I assert that, if Mr. Loud's position were correct, viz., that newspapers can not be carried without loss at pound rates of one cent per pound, then our leading dailies of leading cities would not, for business reasons, have their own special trains for carrying out their issues; the publishers of these papers distinctly state that they can carry their own papers for less than one cent per pound, and this is why they have the trains.

Again, Mr. Loud would cut off all sample copy privileges; the above shows that if Peter would pay Paul there is no need of abridging sample copies anyhow; but, for argument's sake, forget all that precedes this; also take no account of the fact that no scientific paper can exist without the use of sample copies, as, at most, the subscribers are very limited in a single place, probably not more than two or three in quite a large place, and a personal canvass is entirely out of the question. In his argument Mr. Loud has taken no account of the returns of *letter postage* these sample copies of scientific papers bring in as subscriptions, on which he freely admits there is a profit to the government of twenty-four cents per pound. If one of these papers has a subscription list of 10,000, then there must have been that many two-cent paying letters have passed, and, with some papers, just that many receipts given, say \$300, to offset the loss from carrying the paper out, if there really was any loss. No account is taken, either, of notifications to subscribers of the expiration of their subscriptions,

or cash received from postal orders in remitting subscriptions. Besides this, there is the response to advertisers in that paper, for this has to be done by correspondence, as customers are so scattered; then there must be the reply to the writer by the advertiser, and finally a second letter from the reader to the advertiser, in all say three letters on which there is this large profit by the government of which Mr. Loud admits. After this would follow the transmission of the goods to the inquirer, by either third-class (if of the book order) or fourth-class rate (if of general merchandise class); on the former (book-postage) he admits a profit of one cent per pound on all such goods handled by the postal department; if of the merchandise order, Mr. Loud admits a profit of eight cents per pound on all such goods handled by the mails. When you add these admitted (by Mr. Loud himself) profits to the letter profits that sample copies bring out, then I maintain that the sample copies of papers really pay their own way out, even if admitted *ad libitum* and at the one cent per pound postage rate.

If Mr. Loud would really confine himself to the inconsistencies of the present rules, he would not only help out his imaginary deficit (for I stoutly maintain the government should assess itself some other way for its postage and free freight advantages that it now enjoys), but help place the present system upon a more consistent footing. What I allude to now is the inconsistency of (to be personal, for I now refer to my own paper) charging me two cents to mail a copy of my paper to any doctor or druggist in the city of Detroit, when it will carry a copy to Alaska for a fifteenth of a cent or thereabouts, and will charge only one cent to carry about five copies to any doctor in the republic of Mexico, or to any one in any of the Canadas (I include in this term the British possessions in North America except Newfoundland). Now, why I should be charged almost ten times as much to send a copy of my paper to a doctor across the street as to send one to Mexico, I can not see any sense in. It only costs me two cents to send a copy to a doctor in China, India, Egypt, Turkey, Spain or England—just the same as it does, by mail, to a doctor across the street. Evidently there is glaring inconsistency here. If Mr. Loud would talk loudly upon such inconsistencies as these, and

in making the freight department of the United States Government pay its just bills, and not charge the carriage of such typewriter, carpet and office furniture up to the department that the newspapers are concerned in paying the expenses of, then he would be using his gifts of oratory and essay writing to good purposes. Yours very respectfully,
C. HENRI LEONARD.

COST OF CANAL ADVERTISING.

The Syracuse *Herald* has obtained from the comptroller's office in Albany a list of the newspapers that have had a portion of the \$9,000,000 for canal improvements, together with the sum paid to each. The sums run from \$3 (Oswego Falls *Observer*) up to \$5,070.80 (New York *Journal*). Thirty of the papers in this State received over \$1,000, and in the aggregate about \$75,000. Nearly all were Republican papers, of course. Occasionally there is a Democratic paper with a pull. We are not disposed to grumble because our Republican contemporaries had so good a share of the \$9,000,000. Aldridge and Adams set out to spend the money voted by the people, and it was a piece of good luck that the Republican papers were so well taken care of before the digging began. Here is a list of the thirty papers that received more than \$1,000:

Albany *Journal*, \$2,370.25; Albany *Times-Union*, \$1,747.50; Albany *Press and Knickerbocker*, \$1,701; Albany *Argus*, \$1,701; Utica *Herald*, \$2,133.75; Syracuse *Standard*, \$1,544.25; Rochester *Democrat and Chronicle*, \$2,154.25; Rochester *Union and Advertiser*, \$2,370.25; Rochester *Post Express*, \$2,119; Rochester *Volkblatt*, \$2,169.75; Rochester *Herald*, \$1,879.75; Rochester *Times*, \$2,110; Buffalo *Enquirer*, \$2,933.25; Buffalo *News*, \$2,037.25; Buffalo *Commercial*, \$2,933.25; Troy *Times*, \$2,056; New York *Engineering News*, \$1,859.40; New York *Engineering Record*, \$1,289.60; New York *Sun*, \$4,474.80; New York *Herald*, \$4,733.10; New York *Times*, \$5,012; New York *Journal*, \$5,070.80; New York *World*, \$3,681.20; New York *Morning Advertiser*, \$3,108.80; New York News Publishing Company, \$3,124.20; New York *Tribune*, \$4,463; New York *Mail and Express*, \$4,115.60; New York *Seaboard*, \$1,956.75; New York *Press*, \$2,565.60; Brooklyn *Standard-Union*, \$4,836.90; Schenectady (N. Y.) *Star*.

IN TRADE PAPERS.

There are a few points regarding advertising in trade papers, which it seems to us will apply to those that represent any industry. The first and most important is that the advertisements are read. They are an essential part of the paper. They show what is new, what others in the same line are doing, and indicate the progress of the world. A man who takes a paper devoted, say, to the gas business, is interested in everything that pertains to the manufacture and sale of gas. He looks at the paper from title to tail-piece, from head-line to foot slug. The care he puts in looking at it depends on the time he has, but he devotes a part of the time to the ads.—*National Bottlers' Gazette*.

THE advertising columns of live newspapers are the best mediums by which to gain the attention and patronage of the public.—*Troy Times*.

ADVERTISING ATLANTIC CITY.

HOW THE FAVORITE OF THE GULF STREAM IS BEING BROUGHT TO PUBLIC ATTENTION.

Atlantic City has become so favorably known as a summer resort that its fame as such bade fair at one time to overshadow its charms for the cold season. While the capacity of its numerous hotels and boarding-houses was invariably overtaxed during at least two months of midsummer, it seemed a pity that comparatively few strangers patronized this perennial spa just during those months when an ever-increasing number of Americans have become wont to allow themselves a little leisure and the pleasure of visiting the Florida cities, the beaches of Virginia, the Bermuda and the Bahama Islands and the pine woods of Lakewood. In the opinion of the unbiased who have been to all these places, and to Atlantic City, none of these compare in the variety and number of its attractions, with the democratic-aristocratic delights which that oasis presents.

But of late efforts have been made to acquaint people of the Middle States, and of New England and Canada, with the fact that a paradise lies at their very doors. To this end advertisements are appearing in the better dailies of New York and other cities.

A representative of the Little Schoolmaster, just about New Year's Day, called upon Mr. Harry Ellsworth Smith, of the Dorland Advertising Agency of Atlantic City, at his New York office, 1196 Broadway. That gentleman seemed glad to see him and overwhelmed him with a stock of dainty literature upon the subject.

Said he: "I am here for the season, as the representative of our agency, and in the interests of a syndicate of the leading Atlantic City hotels, and of the Pennsylvania and the Philadelphia & Reading Railroads.

"Just here a few facts concerning that favored spot are relevant. It is a matter now of more than a generation that the charms of the place first received recognition. Of course this was limited, but nevertheless a stage line had been instituted long before railroads had been projected.

"Atlantic City has indeed been richly endowed by Nature. Do you know that it really preserves a temperature of 10 or 12 degrees higher than

all the surrounding country throughout winter? This, it has been found, is based upon a thoroughly rational truth. The Gulf Stream at this point swerves into shore, and gives us, for about twenty miles in each direction, north and south, the benefit. And *vice versa*, in the summer time, it tempers the heat for us very sensibly."

"Strange that you people didn't take better advantage of your charms earlier."

"We were slow, we now recognize. Now and then, it is true, efforts were made to publish our superiority, but these were perfunctory. We have organized at last and are purchasing publicity systematically."

"Will you give me the details, Mr. Smith?"

"With pleasure. I want to preface by stating that Atlantic City now has a resident population of 23,000, and is increasing phenomenally. The number of hotels and boarding houses on our little island is altogether unprecedented, being between 900 and 1,000. And more remarkable still, the great majority of them thrive, notwithstanding the fact that many are closed six months of the year. In the summer time they are taxed to their utmost, the number of our visitors exceeding often at times 150,000. Think of that!"

"I have heard it stated that at times there are as many as 30,000 bathers in the surf?"

"It's a fact, and incidentally the throng on the beach, in the surf and on the board-walk which skirts it, foots up to nearly 150,000. I may add that advertising privileges in that vicinity come high, but they seem to pay well. But about ourselves. A syndicate comprising some of the leading hotels, the Pennsylvania Railroad and the Philadelphia & Reading Railroad was formed in 1896. These subscribed a fund of \$5,000, and last winter inaugurated through us a campaign of advertising. They were so well satisfied that this year they placed \$6,500 in our hands, and this amount we are now expending. The hotels forming the syndicate this year are the Rudolf, the St. Charles, the Grand Atlantic, Seaside, Haddon Hall, the Chalfonte, the Luray, the Traymore, the Brighton, the Dennis and the Shelburne. A regular schedule has been made up, consisting of a series of six large four-column advertisements. These are to appear, simultaneously, one by one, in

most of the New York dailies. Then they will follow the following circuit, appearing duly in the best dailies of Albany, Utica, Syracuse, Rochester, Buffalo, Toronto, Montreal, Portland, Me., Boston, Springfield, Hartford and New Haven. Thus, it will be seen, that, throughout the season, the claims of Atlantic City will be presented in all the larger communities of New York, New England and Canada. We are so well and favorably known to Philadelphia, Baltimore and Washington that we find such a campaign unnecessary there, and besides we do not care to go South of our line.

"These display advertisements will be followed up by sending a representative of the agency, who will visit each of the cities in turn. He will open an information bureau in the best hotel of each city, displaying all sorts of literature of the hotels on our list, and all relevant information, distributing such to all interested.

"This general work is to be supplemented by special missionary work in this city and Brooklyn. Here we will use the *Tribune*, the *Evening Post*, the *Herald*, the *Mail and Express*, the *Times*, the *Journal*, the *Sun* and the *Brooklyn Eagle*. The only publication outside of the dailies which we shall use is the *Weekly Home Journal*, and for this month (January) we will have a four-page write-up in the *Century*.

After the large four-column cuts have been displayed, we will run two single column fifty-line cuts."

"Mr. Smith, which do you prefer, the morning or the afternoon dailies?"

"Well really, in my opinion the disadvantages of each are set off by compensating advantages. However, I will add that in my opinion the afternoon issues are the papers of the future."

"Have you lists to whom you send your booklets, or do you merely give or send them in answer to requests?"

"We have no lists, but are always glad to supply a full set to all applicants, whether by mail or in person."

"Do you have many applications?"

"Indeed we do. It is early to speak of results this year as yet, but business promises to go ahead of last year, and last year was eminently satisfactory, especially in view of the general bad state of trade. We were able to trace much of it to our campaign, and were content to let it rest at that. We have made our literature as irro-

sistible as we know how, and if that will not bring visitors to Atlantic City, we simply do not know what would. The agency voluntarily has placed this literature also in all the offices of the Pennsylvania and New Jersey Central Railroads of this city, and sees to it that they are kept properly supplied.

"There is but to add the hope that we shall show better results year by year, when, I think, I can safely promise a commendable spirit of liberality on the part of our patrons. They feel disposed to add to the appropriation year by year." J. W. SCHWARTZ.

ADVISER AND CLIENT.

As a rule, the merchant who engages expert advertising help will do well to let the expert largely have his own way. You have sought his advice and aid. If not to be availed of as he directs, why go to him at all? Or, at any rate, why hesitate to trust him fully, if to any extent? There are others. You are not bound to employ the first expert consulted. Try until you have found the man who impresses you with the belief that he understands your needs and can do your work properly. Then put that work in his hands and let him do it.

Your lawyer does not conduct your case essentially to flatter and please you, but rather to win the suit. Not only your interests, but, also, his own reputation are his incentive to diligence, care, thought and foresight. He wants no suggestion from you as to *modus operandi*—no undue interference as to the conduct of the case at all. And you had better have it that way. When it is otherwise—when the counsel is required to defer to the client—where there is no absolute confidence in the attitude of the latter towards the former—the road is open to plausible excuse should the issue be unfavorable. Make what conditions of service you wish and can; give such instructions and impose such limits as you feel are necessary; reserve to yourself whatever right your wisdom and prudence dictate; but once having fully decided the matter of an engagement, respect your adviser, and give him free rein to operate his advertising plans and perfect the whole trade-making, profit-yielding scheme. That is what he appreciates; that is what he expects; that is what he is worth you for; that is what you pay him for. You would not hand a doctor a consultation fee and then officiously and ignorantly meddle with the prescription?

You know your wants. The expert knows his business. Between you two, if the understanding be right and the relations unstrained and harmonious, there can be no question of the resultant good.

TALBOT WARREN TORRANCE.

THE MAIN POINT.

The men who have made and are making fortunes in advertising are satisfied if their advertisement tells the story in a plain, convincing way. They are satisfied if it sells goods. They don't care whether it is new or old.—*Chicago Apparel Gazette*.

LIFE is too short to wait on your good work, or good wares, to build you up in business. You must publish yourself to the world by use of printers' ink.—*W. F. Meyer*.

S. S. McCLURE.

When, during the latter end of January, Mr. S. S. McClure, editor and publisher of *McClure's Magazine*, started for Europe, the *New York Journal* published an interesting interview with him, from which the following is extracted:

"You travel a good deal, do you not?"

"I could not think of running *McClure's Magazine* if I did not now and then take a trip through our Western States to meet people. For years, too, I have read the newspapers of Chicago, Philadelphia and other cities as carefully as those of New York; also the English papers. I devote hours every day to looking over publications; but travel is necessary also. Every year I pull myself for a time out of my business, and look at things from a standpoint outside."

"Do you depend entirely upon yourself for success in your undertakings?"

"By no means. In my entire place there is a strong man at every point. I don't add a new feature until I find the right man to take it in charge. I have been very fortunate in securing new men, and have six or eight in particular, each of whom, in a large department, is able to do the best work—better than I could in that department. The only thing I reserve for myself is the editing."

"*McClure's Magazine* has been very successful, has it not?"

"For the last four months it has averaged more than 312,000 circulation. I think it has the largest circulation of any magazine of the same quality in the world, and the quality is of the very highest. We have the very best authors, like Kipling and Anthony Hope. In the February number is the Nansen article. That article cost us \$1,000, and it is worth it. Wherever a man does good work we get him, whether he is well known or not."

"Have not your own experiences been varied?"

"When I graduated from college I began to work for \$1 a day, but it was for the most enterprising man I could find. That was my object. Within three weeks I was editing the *Wheelman*. Within a year and a half I was invited to come to New York to a very good position. Within two and a half years I started the syndicate business. It is a

pleasure to feel that millions have become familiar with the best writers through my syndicate services who would not otherwise have had that advantage. Stevenson, Kipling, Doyle and Haggard published more in the newspapers than in magazines."

"And you also consider newspapers as great advertising mediums, do you not?"

"Indeed I do. And I look on the *New York Journal* as a leading advertising medium, and one that we expect to use heavily."

"As a hard worker do you not require a good deal of rest?"

"I spend between eleven and twelve hours in bed. I do this to sleep and not to think. When I go to bed I dismiss my plans from my mind. It is not three nights in the year that I get to bed later than 8.30. If people call, I explain to them my habits, and don't stay up for them."

A FREE PIER.

One of the most pleasant features at Atlantic City, during the season, to Pittsburg visitors consists of visiting the different piers at night and listening to the music accompanied by the booming of the waves. There are quite a number of these piers at Atlantic City, and the only drawback is that one has to pay a sum of money for the privilege of using them. Next summer, however, thanks to the progressive spirit of a prominent Pittsburg business firm, visitors to Atlantic City will be enabled to enjoy the use of a large pier free of charge. The H. J. Heinz Company, of this city, has just concluded a deal by which it has obtained possession of a pier which extends 1,000 feet out into the ocean. On this pier an orchestra will perform both day and night, and visitors will also be enabled to view the World's Fair exhibit of the H. J. Heinz Co. The pier is to be free to the public, and will prove an added attraction to Atlantic City.—*Pittsburg Leader*.

CONGRESSMAN LOUD'S MANNERS.

"You are a pack of damned asses." Such was the utterance of the preposterous Mr. Loud, the author of the ridiculous Loud bill, when addressing a committee of prominent citizens of Brooklyn, among them an ex-Congressman.

The Baltimore American

A MILLION READERS.

The Largest Circulation of Any
Paper South of Mason
and Dixon's Line.

"American."

GENERAL FELIX AGNUS, proprietor of the *Baltimore American*, is a military man, and brave, beyond question; and PRINTERS' INK has the impression that since Leonidas defended the pass at Thermopylae no greater exhibition of boldness (in mere statement) can be pointed out than the above, recently issued from General Agnus' headquarters.

WITH BRITISH ADVERTISERS.

It can well be imagined that it must require some nerve to use valuable space for the purpose of advertising a commodity showing such an infinitesimal profit as sugar. Yet



this article is being puffed, and well puffed, too. Usually the announcements of the firm carry an illustration, the accompanying one being a fair specimen.

The illustrations used to emphasize ads in this country are showing much improvement as time goes on, and large advertisers are coming to see that such lend greater interest to an announcement. Recently Poncelet's Pastilles have been put upon this market, and every ad has a taking picture which insures attention, at least, being paid to the whole. Indeed, the picture is usually so suggestive that the proprietors add very little wording. It is needless to say that, like the name of the goods, they are French.

The casino at Monte Carlo has a publicity department, and it has just transpired that the bulk of the appropriation is utilized for squaring the press. It is supposed that the squaring mentioned is the getting the press to omit mentioning suicides and other similar results which are of common occurrence after a disastrous visit to the famous tables.

Recently in PRINTERS' INK a writer commented on the parcel post system of this country. I should like to point out that on the 20th day of June last, known familiarly as Jubilee Day, a new tariff for ordinary letter postage came into force which is of incalculable benefit to those doing a mail order business. For two cents we can now send a letter or package weighing four ounces, each additional two ounces being charged one cent. This, I believe, is the cheapest rate of postage anywhere.

The argument that it would not pay to have the same rates apply to all points in the United States seems reasonable, and yet letter postage is uniform to all parts, and surely some scheme could be formulated to

meet the case. A parcel post in these times is not only useful, but in a go-ahead country a veritable necessity.

In the issue of PRINTERS' INK of 15th December last were some remarks regarding the invasion of America by British advertisers. The writer evidently knew what he was talking about, as it has frequently struck me, while in the States, as being very remarkable that Americans should like to purchase English goods simply because they are imported. There is a vast number of manufacturers over here who say they would at once commence an advertising campaign in the United States were the import duties modified so as to admit of their getting even a small profit. And they feel certain of success simply on account of the weakness of Americans for patronizing English articles.

HENRY COWEN.

IN DENVER.

In Denver there has just closed a short and decisive commercial conflict, the results of which are important and not without interest to the community in general. Early in the month fourteen department stores in Denver notified the newspapers of the city that they had determined that advertising rates should be reduced twenty per cent, otherwise, they announced, they would cease to advertise. The newspapers not only failed to agree to this arrangement, but promptly gave out that advertising rates were too low, and would be raised eleven per cent. Thereupon the department stores withdrew their patronage and began to make their communications to the public by means of handbills.

It did not work. Public sentiment backed the newspapers; the labor unions took up the fight, agitation followed and the department stores lost their trade. The situation was too much for them. On January 18, after ten days of experiment, the stores raised the white flag, and sent word to the newspaper offices that they were ready to surrender, and would resume their advertising contracts as soon as arrangements could be made.

For a good while the relation of the department stores to the newspapers has been food for thought for meditative persons. The stores, by driving out of business a great number of small concerns, have deprived the newspapers of a great many advertisers. But publicity is the very breath in the department stores' nostrils. They must have it, and they have bought it so liberally as to make some observers wonder how long it will be before newspapers cease to be independent concerns, and begin to be issued from the department stores' retail news departments. All over the country newspaper competition is intense, and newspaper profits for the last five years have been hard won. Almost everywhere the newspapers are giving too much white paper, too many pictures and too much reading for the money they receive, and when they are threatened with such a curtailment of income as was proposed in Denver, it is a matter of life and death to them to resist and to win.—*Harper's Weekly*.

HE WAS A SUBSTITUTOR.

"Is there no balm in Gilead?" shouted the preacher.

The druggist in the back pew, thus suddenly aroused from his slumbers, rubbed his eyes, and answered:

"All out of it at present, but I can give you something just as good."—*Pharmaceutical Era*.

...THE ...

Minneapolis Journal

has gained and maintained its distinctive position of largest circulation and highest advertising value in the Northwest, without resorting to any premium or coupon scheme.

IT HOLDS A DAILY CIRCULATION OF

OVER 40,000

without having had to reduce its selling price, as has each of its daily competitors. It is now, as it always has been, a two-cent paper. All others in the field are one-cent papers.

R. A. CRAIG,

In charge of Foreign Advertising,

41 Times Building,
NEW YORK.

87 Washington St.
CHICAGO.

MORE CHINESE ADS.

BLAIRSVILLE, Pa., Jan. 24, 1898.

Editor of PRINTERS' INK:

In your issue of Jan. 5 W. S. Croy, of Xenia, O., sends you an ad of a Chinese laundryman, stating that "he has never noted among the papers of the Union an ad of a Chinaman." I herewith inclose you an

White Star Laundry

SRP BUILDING

Market Street

All work done quickly and
in a first-class style
Prices lower than any
other laundry doing good
work. Give us one trial
and let us show what we
can do—we guarantee you
will be pleased.

M. C. Lee Company, Prop's

ad that has been running in the *Courier* for over two years. The M. C. Lee Co. are Chinese people, and are hustlers, and in addition are up-to-date in a good many particulars, subscribing, as I personally know, to four Chinese newspapers. Sincerely,

C. PERCY RAINEY, City Editor *Courier*.

BROCKTON, Jan. 25, 1898.

Editor of PRINTERS' INK:

The advertising of the Chinese laundryman is not "new" in the East. In Brockton, Mass., one Chinaman, Ah Sing by name, has advertised quite regularly in the *Enterprise* for the past ten years. About three months ago Ah Sing folded his tent and went back to his old home near Canton, and said to the *Enterprise*, with one of his bland smiles: "Ole men no workee in China." Does advertising pay? Yours truly,

HEMAN ELDREDGE.

IN MADISON, WIS.

MADISON, Wis., Jan. 24, 1898.

Editor of PRINTERS' INK:

A local advertiser made a hit the first of the year by having a 98 sale, everything advertised being marked at that price, 98 cents, in order to celebrate the new year. Another advertiser has found utility in programmes. He has dance programmes printed with his imprint. He says that it pays. Last Sunday the Fan (department) store advertised a discount of ten per cent on every sale made, if the buyer would bring the ad in which he saw the bargains for which he came.

O. KNEY.

THE SWORN CIRCULATION LIAR.

JOLIET, Ill., Jan. 27, 1898.

Editor of PRINTERS' INK:

It is pleasing to the wide-awake publishers of newspapers to note the pleasant way PRINTERS' INK has of puncturing the bubbles of circulation liars. There is a broad gauge-ness about it that shows honesty and good purpose. Even if a newspaper advertises in its columns, that does not prevent the editor from "letting all holds go" when criticism becomes necessary.

There may be some interest in knowing that this policy of giving full, detailed information regarding newspaper circulation to business men has proven a success in the experience of the *Daily News*. It came into existence twenty-one years ago, and at the very beginning the proprietors took the merchants into their confidence. Whether the circulation went up or down they were kept informed, and for at least fifteen years detailed monthly statements have been published and sworn to.

When the paper was not over five years old, a labor boycott lost it about six hundred subscribers in a single month. The merchants were given the facts. They knew the circumstances and not a man of them quit us or asked rebate.

On May 14, 1893, the *Daily News* had 5,743 subscribers, and expected to round the 6,000 mark. The panic came on, and September 13 the statement showed 5,004, a loss of 739 in the interim. We did not permit our advertising men to go out and bluff around in the dark and deny the fact. Our statements appeared monthly as usual. Our advertising business has grown steadily during the past five hard years, and 1897 gave us the best net results we ever had. This is especially true of the foreign advertising, and since we began to spend money in PRINTERS' INK a more decided impetus has been given to that. The postal card campaign was irresistible.

We regard the American Newspaper Directory as the leader of its class, and have but one suggestion to offer to improve it: some method should be devised to head off the "sworn" circulation liar. He is the most dangerous of all frauds. The Advertisers' Guarantee Company, of Chicago, seems to be on the right track, but is rather expensive for newspapers of less than 10,000. The Directory editor can surely meet the new situation. He has driven the unscrupulous to desperation, now he must unhorse him, as he did scores of those he has caught in the act and exposed so manfully.

H. E. BALDWIN.

Secretary and Advertising Manager Joliet *Daily News*.

THE FIRST STREET ADVERTISER.

A correspondent of PRINTERS' INK writes: The originator of street advertising was a Mr. Stiggins, of London, a druggist and compounder of patent medicines. "Who is Stiggins?" was his first announcement made in large letters upon placards distributed in a single night over such available surfaces of blank walls, curbstones, window shutters, etc. In the morning when these were discovered there was popular curiosity and official indignation. The police set to work to find the particular "Stiggins" inquired for, but without success. When time had lessened their ardor, and it became safe to follow the matter up, other posters appeared in the same way announcing that Stiggins was the inventor of that wonderful medicine "possessing unheard-of health-giving and life-perpetuating qualities," etc.

IN PHILADELPHIA.

PHILADELPHIA, Jan. 27, 1898.

Editor of PRINTERS' INK:

The only bicycle show in the country was held in this city last week. As usual, firms vied with each other in the giving of souvenirs, and people were bedecked with buttons, ribbons, stock pins, pen wipers, calendars, etc. The Never-out Lamp folks surprised visitors to the show by three immense lamps, which cast their rays over the outside of the building, and at their booth ten lamps were given away each day by lottery. Small kinetoscopes were distributed, and they exhibited a large silver cup to be presented July 4 to the bicycle club having the greatest number of their lamps in use. A phonograph explained the lamp and its parts. A hardware store attracts constant attention to one of its windows by miniature models of machinery, shafting, etc., which is kept in motion. An attractive young lady in street dress draws attention by wading back and forth in a trough of water in the window of P. J. Hallahan, demonstrating his "Greyhound" waterproof shoe, and he says by a sign, "Her feet can't get wet." The revolving figure of a nurse with babe in arms sets off a display of infant wear in the window of Julius Sichel Co. In the window of Blasius & Sons, at one of those self-playing pianos, sits an automatic figure of a child going through all the motions it would give were it giving an actual performance. The wheel of a windmill, made entirely of nut candy, is in constant motion at a candy window display of Partridge & Richardson. There are many provision dealers who style themselves "Provisioner" in their advertising, but one, however, has made a bold stab at originality with the word "Victualer," which is painted in large letters on his awning sign. A negro walks the streets encased in a representation can of "Old Dominion Baking Powder." F. A. PARTENHEIMER.

IN BALTIMORE.

BALTIMORE, Jan. 24, 1898.

Editor of PRINTERS' INK:

Baltimore has the street advertiser in plenty. There is the pair that advertise Juniper Tar. One tall and well favored man walks with majestic stride, having printed on his clothes the legend, "I take Juniper Tar." His companion is a meek fellow with cap down over his eyes, apparently in the last stages of something or other. His inscription is: "I don't." An enterprising boarding-house keeper in Baltimore is figuring on using this idea: She wants a fat, prosperous-looking man to wear an inscription: "I board at Mrs. Fatchick's." She will then hire a living skeleton to walk beside him with the words, "I don't." There is a gay cavalier who wears a long crimson coat and a long black mustache. On the coat is printed an ad of Kola Malz. All the ladies read it. The Juniper Tar man is unconscious of admiration or aversion, but the Kola Malz man is more democratic, and is not above flirting a little. Castleberg's jewelry store put out a man carrying an immense watch over his shoulders, with his head sticking up through for the stem. The face of the watch shows correct time, which is really the valuable part of the ad, for everybody cranes a neck to see the time.

D. A. MATHIES.

It will not do for the painter's ad to be "off color."

THINKS IT'S NEW.

TORONTO, Jan. 26, 1898.

Editor of PRINTERS' INK:

I herewith submit a new style of display with type.

Directions: Cast line—any style of type—display or roman, caps or lower case cut

Van-Allen

Writes better ads. for others
Than he writes for—himself

Toronto Canada

through at about center of face and use upper half. Lower half useless. It can't be read.

I am not making an inventor's claim, but believe I am the first to use this style in ads. It's an eye catcher. I won't expect a royalty from any other advertisers who want to use it.

Yours truly, L. A. VAN ALLEN.

IN TROY, N. Y.

TROY, N. Y., Jan. 25, 1898.

Editor of PRINTERS' INK:

John McGraw, a shoe dealer, has a sign in his window on which there is a picture of a pair of shoes and then the words "fit for," followed by two playing cards, a king and a queen. Stra't, the furnisher, has in his signs, and other advertising, an arrow piercing the letters of his name. In his show window is a movable picture, one of a series loaned to advertisers by a New York company. A new picture arrives and the old one is returned every week. The name Wells & Coverly, clothiers, Troy, now appears on a monthly paper distributed free of charge to customers. The several dry goods stores, E. C. Tower, William H. Frear & Co., A. M. Church Co. and Loomis, Evans & Co., also give monthly papers to customers. The papers, already printed, are furnished by New York syndicates. Don Carlos Woodcock, a real estate dealer, has opened a new home section, and has erected a large sign on the property, the sign being made to resemble a huge watermelon with a slice taken out of it, and below the words, "Do you want a piece of this?" J. F. WILLIAMS.

DENVER'S ADVERTISING METHOD.

At the hours of 9 a. m. and 2 p. m., in Denver, in front of the principal hotels in that city, an open street car known as a tourist car halts and waits a few moments for such strangers as may want to see the sights of Denver and the famous mountains in that vicinity. On board of these tourist cars is a lecturer who explains the different points of interest as the car moves along and they are brought into the view of the passengers. The trip over the entire city consumes four hours, and for this service each passenger pays ten cents. The result is that visitors to Denver who make one of these trips go away from that city impressed with the idea that Denver and Colorado are the most truly wonderful places on God's footstool. The idea is unique and original with Denver, so far as I know, but it makes a most lasting impression upon visitors. —*Galveston News.*

WORKS of fiction may be advertised in a novel way.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Birmingham (Ala.) *Educational Exchange* (1).—Reaches the homes and schools, parents, school-officers and teachers of Alabama, and many in other States. Guaranteed monthly circulation over 2,000 copies per issue.

Greenville (Ala.) *Advocate* (1).—Circulation larger than any secular paper in the State.

Huntsville (Ala.) *Mercury* (1).—Larger circulation than all papers published in Huntsville.

ARKANSAS.

Siloam Springs (Ark.) *Republican* (1).—With the exception of a *Fori Smith* weekly, has the largest circulation in Northwestern Arkansas, prints nearly as many papers as the two other Siloam Springs sheets, and exceeds the combined circulation of the two Bentonville papers, equaling the combined circulation of the two Rogers papers.

CALIFORNIA.

Exeter (Cal.) *Penny Press* (2).—Is the most thoroughly read paper in Tulare County. It is the only paper in that county or any of the three adjoining counties that publishes in each issue, at the head of the editorial columns, an understandable schedule of advertising rates—simple, straightforward and to be depended on, because always adhered to. It has no foreign advertising, but is willing and able to carry some at its own rates. Sample copy for the asking. It is not the oldest paper, nor the youngest, nor the largest, in the county. It is, however, the only paper in the county that has never used plate matter, that has never had a patent side, that has always been printed from type set in the county. So far as it has been able to learn, it is the first newspaper of its name ever published on the Pacific Coast.

Los Angeles (Cal.) *Evening Express* (1).—On March 15, 1897, the *Evening Express* had a circulation of 5,000 copies; on January 15, 1898, it had a regular circulation of over 9,000 copies. The *Evening Express* guarantees to its advertisers the largest circulation of any newspaper in the State outside of San Francisco, with one exception. That's quantity. The *Evening Express* reaches all of the best people in Southern California, without any exception. That's quality.

COLORADO.

Denver (Col.) *Irrigation Era* (2).—In addition to a paid circulation of 7,500 copies monthly, the publishers of this journal have a system of illustrated write-ups of different sections of the West, selling the community

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

10,000 copies of the paper containing a ten-page write-up, illustrated with four hundred inches of half-tone engravings of scenery in that vicinity. By this means the circulation is increased to something far beyond any other Western farm journal. Advertising rates are only \$1.50 per inch.

CONNECTICUT.

Meriden (Conn.) *Republican* (1).—The *Evening Republican* is delivered into more homes in Meriden and vicinity than are reached by any other Meriden evening paper.

New Haven (Conn.) *Morning Journal and Courier* (1).—The oldest daily newspaper in the State. It always has been, and is to-day, the family paper of New Haven.

DELAWARE.

Wilmington (Del.) *Every Evening* (1).—It is not so much how much you pay for advertising space—it is what you get for what you pay. The advertiser who uses the columns of *Every Evening* may possibly pay a little more money than he would somewhere else—but it's worth more. The largest circulation of any newspaper in Delaware makes it worth it. Any one who knows anything about Wilmington knows that *Every Evening* is its best newspaper. The average daily circulation of *Every Evening* is larger than that of any other two daily newspapers in Delaware combined.

DISTRICT OF COLUMBIA.

Washington (D. C.) *Evening Star* (1).—The *Evening Star* has a regular, permanent bona fide daily circulation more than treble that of any other daily paper published in Washington, and much greater than that of all the other daily papers here added together.

GEORGIA.

Jackson (Ga.) *Argus* (1).—Has been the official paper of all the officers in Butts County for twenty-five years, and is the leading county weekly in Georgia.

ILLINOIS.

Charleston (Ill.) *News* (2).—Acknowledged by all papers to have the smallest circulation of any paper in the State. Established 1892. Hit by Cleveland times, now reveling in McKinley prosperity and sound money basis. Have to pay cash in advance for everything. Circulation: Daily 27, weekly 43; we let any son of a gun who questions it help fold the papers. The balance of our subscribers have been killed by the patent medicine nostrums. We advertise for "strictly reliable houses," as the truthful trade papers put it. Never knew a foreign advertiser to pay his bills as he contracted. They should be compelled to take a dose of their nostrums every hour until they pay, for if the country printers are liars on circulation they know they are dealing with d—d liars when they mix with foreign advertisers. The latter should be compelled to pay quarterly in advance. This is the judgment of one who has been in the business twenty years and has only made a

living. But, oh, the people walk a mile to borrow the *News*—it is read!

Chicago (Ill.) *Northwestern Christian Advocate* (1).—Circulation 28,000. Official organ of the M. E. Church in North Central States. Constituency, 476,654.

INDIANA.

Indianapolis (Ind.) *American Tribune* (1).—Our guarantee: The largest circulation of any weekly paper in Indiana. A bona fide weekly issue of 26,000, with special quarterly issues in the months of March, June, September and December of 100,000 papers. Our guarantee is that for the 52 weeks during the year 1898 the lowest weekly output shall not fall below 26,000. The *American Tribune* for 1898 expects to keep its stand at the head of the first-class family papers of the country.

IOWA.

Grundy Center (Ia.) *Grundy Co. Democrat* (1).—Only Democratic paper in the county. Guaranteed circulation 1,200.

KANSAS.

Mound City (Kans.) *Lincoln Co. Republic* (2).—Is noted for its neat typographical appearance, spicy local news, clear-cut editorials, and is the only Republican paper published at the county seat of Lincoln County, having a population of over 20,000. Average circulation for 1897 was 1,023. It publishes more local news and country correspondence than all other papers in the county combined. It is the most popular newspaper in the county.

Topeka (Kans.) *Capital* (1).—The Topeka *Capital* is the direct road to the best class of people in the State. It reaches every city and county in Kansas, and in circulation, character and the confidence of the people has no rival. The *Daily Capital* is the only morning paper published in Topeka, the capital of Kansas, with a population of 45,000 people. It reaches all the smaller cities of Kansas, and has the largest bona fide daily circulation in the State. The *Semi-Weekly Capital* is the leading farm and family newspaper of Kansas. It is read by the best class of Kansas farmers, and reaches more of them than any paper published. The *Semi-Weekly Capital* goes to over 1,300 post-offices and every county in Kansas.

MAINE.

Augusta (Me.) *Comfort* (1).—"The key to over twelve hundred thousand homes."

Ellsworth (Me.) *American* (2).—Has a circulation in Hancock County towns (i. e., outside place of publication) larger than the combined circulation of all the other papers printed in the county. It is the only paper that has a general circulation throughout the county; therefore it is the only county paper, all others being merely local papers. It contains every week from five to ten times as many letters from county correspondents as its contemporaries. To reach a county constituency an advertiser must use a county paper. The *American* has a schedule of rates, and sticks to it; it isn't flesh to one advertiser and fowl to another.

MARYLAND.

Baltimore (Md.) *Evening News* (1).—The leading evening paper of the South.

MASSACHUSETTS.

Barre (Mass.) *Gazette* (1).—Is a live family paper, having a circulation of upwards of 2,000 copies per week, making it a valuable medium for advertisers.

Boston (Mass.) *Little Folks* (2).—A new monthly illustrated magazine for baby up to the ten-year old; but conducted especially for mothers to read to their little ones. Valuable "departments" for guidance and help of the

mothers, contributed by trained writers, are scattered through the advertising pages. Though but three months old, *Little Folks* already has a larger paid subscription list than any periodical in the United States, appealing to the same ages. This wonderful growth has been possible because it is the best edited, best written, best illustrated and best printed magazine for little children in the world. The publisher does not hesitate to give advertisers full information at all times as to circulation, and to substantiate all statements.

Boston (Mass.) *Morning Star* (2).—Is the organ of the Free Baptist denomination, and has been published weekly for over seventy-three years under the same name. Its 10,000 weekly circulation is among people who place great confidence in its columns and reply to its advertisements. It gets results and leaves a margin for the advertiser.

MICHIGAN.

Detroit (Mich.) *Journal* (1).—Nearly twenty-five thousand (25,000) families in the rural districts of Michigan receive the *Detroit Journal Semi-Weekly*, every Tuesday and Friday during the year. These homes are made up of the consuming classes who want household necessities, wearing apparel, reading matter, medicines, agricultural implements, furnishings, and the thousand and one items which enter into the economy of human life and living.

MINNESOTA.

Minneapolis (Minn.) *Housekeeper* (1).—Over 110,000 proven paid circulation per issue.

MISSOURI.

Carthage (Mo.) *Press* (2).—Only Republican paper in Carthage, and the oldest in Jasper County; has a larger circulation than any other paper in the county. Seven carrier boys are regularly employed to deliver the daily edition in the city. The one other daily paper here employs only four carriers. The weekly is the only twelve-page paper at \$1 per year in the county. It is brimful of local and county news, and circulates accordingly. Both editions are gaining subscribers steadily, and losing practically none. The home advertising patronage of the *Press* is far in excess of any other Carthage publication.

St. Louis (Mo.) *Bible Student* (1).—Circulation 60,000.

St. Louis (Mo.) *Christian Evangelist* (1).—Circulation 30,000.

St. Louis (Mo.) *Chronicle* (1).—The *Chronicle* prints and sells more papers every evening than the combined circulation of both the other St. Louis evening newspapers. The *Chronicle* will accept advertising with the understanding that its daily paid circulation is many thousands greater than the issue of any other St. Louis daily newspaper, or no charge for advertising space. In a nutshell, the *Chronicle* has the largest circulation not only in St. Louis and Missouri, but in the entire country west of the Mississippi River.

St. Louis (Mo.) *Inland* (1).—The most popular Endeavor journal in the world. The circulation of the *Inland* is now in excess of 111,000 copies each issue, which is greater than that of any other journal devoted to the interests of Christian Endeavor. Giving Endeavorers a paper they like, at a price they can afford, has placed the *Inland* at the head of all Endeavor journals.

NEW YORK.

Albany (N. Y.) *Country Gentleman* (2).—The only agricultural newspaper in America; that is, the only periodical that gives the agricultural news of the day with any degree of

fullness and system. Publishes more want ads than all other agricultural papers combined.

Albany (N. Y.) *Vatican* (1).—The Catholic population of the city of Albany is 50,000; of the diocese of Albany 150,000. The *Vatican* covers this field.

Bainbridge (N. Y.) *Express* (1).—Sixteen hundred subscribers.

Brooklyn (N. Y.) *Evening Herald* (a).—We circulate exclusively throughout the Seventeenth Ward (Greenpoint, Brooklyn, and Queens County, and have already a circulation close on to 1,500 daily.

Buffalo (N. Y.) *Educator* (a).—Entered January 1st upon its tenth year of publication. Its circulation is not based upon four or five readers for each copy mailed, as is the circulation of some papers, but the average number printed and mailed since September 1, 1897, is 22,400 copies each issue. We guarantee this circulation, and satisfactory proof will be furnished advertisers, or bills need not be paid. Goes principally to teachers, but, containing as it does the events of the world in a condensed and explanatory form, it is read by all members of the family; hence it is of more value to the general advertiser than most educational papers. Its circulation is mostly in the small villages among teachers who are likely to order goods by mail.

New York (N. Y.) *Christian Advocate* (1).—Circulation 40,000. Official organ of M. E. Church in Eastern States.

New York (N. Y.) *Dramatic News* (a).—Claims to be the official organ of the theatrical profession, being the only theatrical paper patronized by all the leading managers. Claims the largest circulation of any dramatic paper in existence.

New York (N. Y.) *Hebrew Standard* (1).—America's leading Jewish family paper.

New York (N. Y.) *Humane Alliance* (a).—We guarantee a regular circulation of not less than 75,000 copies per issue, with advertising rate of forty cents per agate line—no discount. We depend for our advertising business upon the returns which advertisers receive rather than an attractive discount for long orders. As to circulation, we court investigation and extend an invitation to all our advertisers to call and investigate this matter.

New York (N. Y.) *Independent* (1).—It behooves advertisers who wish to secure the largest volume of business to make liberal use of the best periodicals, those reaching intelligent, well-to-do people. Of this class the *Independent* stands at the head as regards literary ability and the high grade and volume of its advertising.

New York (N. Y.) *Street & Smith's New York Weekly* (1).—Circulates throughout the United States among the prosperous buying population. Circulation, 300,000.

New York (N. Y.) *Volunteers' Gazette* (1).—Paid circulation 20,000. *Gazette* readers, appreciating the value of good literature, are the most desirable customers for any good thing. This publication being non-sectarian finds an entrance into all homes, and we would like your assistance in making its pages interesting and mutually profitable.

Penn. Adv. (N. Y.) *Vates Co. Chronicle* (1).—Its extended circulation (3,700) makes the *Chronicle* valuable as an advertising medium.

Port Jervis (N. Y.) *Evening Gazette* (1).—The *Evening Gazette* is delivered to and read by double the number of people of any other Port Jervis evening paper. Our delivery is by carrier; not sold on the street. Every copy counts for the advertiser, as it gets into the home of a buyer. The *Semi-Weekly*

Gazette is the only semi-weekly published in Port Jervis. It has a large and constantly growing circulation in the counties of Orange and Sullivan, New York; Sussex and Warren, New Jersey, and Pike and Wayne, Pennsylvania. It is the paper for advertisers to use for the above counties.

Rome (N. Y.) *Sentinel* (1).—The aggregate average circulation of the *Sentinel* during the year 1897 was 8,021, of which 2,000 was of the *Daily Sentinel*, and 5,021 of the *Semi-Weekly Sentinel*. This is the highest record of any year during the history of the *Sentinel*.

Sing Sing (N. Y.) *Democratic Register* (1).—The best newspaper and advertising medium in the town, and contains a third more local news than all other papers printed in Sing Sing.

Warsaw (N. Y.) *Wyoming Co. Times* (1).—Has more than double the circulation of any other paper in Wyoming County.

NORTH CAROLINA.

Raleigh (N. C.) *Farmer and Mechanic* (1).—Guaranteed circulation, 4,800.

OHIO.

Cincinnati (O.) *Haus und Herd* (1).—Circulation 10,000. Illustrated German magazine. Circulates among the choicest German families.

Cincinnati (O.) *Journal and Messenger* (1).—The most widely circulated Baptist newspaper in the Great Central States.

Cincinnati (O.) *Sunday School Journal* (1).—Circulation 100,000. Official S. S. lesson help for teachers. Consulted during entire month by the best men and women in the church.

Cincinnati (O.) *Western Christian Advocate* (1).—Circulation 26,000. Official organ of the M. E. Church, circulating mainly in Ohio and Indiana. Constitution 400,000.

Springfield (Ohio) *Farm News* (1).—Circulation 80,000. A monthly journal devoted to agriculture and all kindred topics.

Springfield (Ohio) *Red Cross Star* (a).—Official and only journal of the Independent Order of the Red Cross. Every member of the order receives it regularly. All ads next to reading matter. All home print, and well printed on good paper. Half-tones print well. Circulates in Ohio and Michigan. Advertisers so well satisfied that contracts usually renewed.

OREGON.

Pendleton (Ore.) *East Oregonian* (a).—More than twenty-one years old and really free—without frills—a newspaper of Eastern Oregon for Eastern Oregon people. Published in a section of 64,000 square miles and among 85,000 people. One county, Umatilla, of the fourteen of Eastern Oregon—the *East Oregonian's* home county—produced one per cent of all the wheat grown in the United States in 1897, 5,500,000 bushels. Eastern Oregon is a most productive section. The *East Oregonian* is a most productive medium for advertisers, and has more than a local and State reputation as being the paper of influence and circulation in Eastern Oregon.

Portland (Ore.) *Rural Spirit* (1).—Has the largest circulation and is the best advertising medium in the Northwest.

Portland (Ore.) *Webfoot Planter* (1).—The leading agricultural paper of the Northwest.

PENNSYLVANIA.

Allegheny (Pa.) *Evening Record* (1).—Eighteen-ninety-eight announcements in the *Evening Record* will be assured entrance into the good homes of Allegheny, and the towns north, west and south in Western Pennsylvania, Eastern Ohio and West Virginia. The *Evening Record* has acquired, in a little over a year, the greatest circulation in the city of Allegheny of any daily. The

issues of the *Evening Record* are not duplicated by any other Allegheny County daily, as the Pittsburgh dailies duplicate one another.

Bellefonte (Pa.) *Keystone Gazette* (1).—Largest circulation in Center County.

Carlisle (Pa.) *Sentinel* (1).—The oldest daily in the city. The daily and weekly editions as advertising mediums cover the entire Cumberland Valley.

Chambersburg (Pa.) *Valley Spirit* (1).—Largest circulation in the county. Best advertising medium in Southern Pennsylvania.

Conneautville (Pa.) *Courier* (1).—As a medium for reaching a thrifty, enterprising people, principally engaged in agricultural pursuits, the *Courier* offers special inducements to advertisers.

Eric (Pa.) *Times* (1).—Gets credit for having the largest guaranteed circulation of any daily published in Northwestern Pennsylvania.

Girardville (Pa.) *Item* (1).—Circulation 2,000. Has a sworn circulation larger than any other weekly in Schuylkill County. Its readers are among the most intelligent and well-to-do classes, and its advertising patrons are therefore certain of trade which in most cases can not be reached by "ads" in any local paper.

Harrisburg (Pa.) *Patriot* (1).—Is an extraordinary advertising medium. It goes into nearly every home, office, store and shop in Harrisburg, and reaches every post-office in Dauphin County; is sold by agents or newsboys on all trains; has a wide distribution in 31 counties of the State having a total population of 1,533,128 people; circulates in tributary communities in 14 counties of the State having a population of 1,163,574. Added to these, it has a large mail and newsstand circulation in Philadelphia and Pittsburgh.

Libonia (Pa.) *Park's Floral Magazine* (1).—It now requires over 350,000 copies each issue to fill its subscription list.

Mahanoy City (Pa.) *Record* (1).—Guaranteed and sworn to circulation of over 9,000 copies per day.

New Castle (Pa.) *Courant-Guardian* (2).—New Castle is a rapidly growing city of 25,000, and the *Courant-Guardian* is the official paper of the city, the only one using Associated Press reports and typesetting machines. Circulation 3,200 daily and 5,500 weekly.

Philadelphia (Pa.) *Evening Bulletin* (1).—Average daily circulation for the year 1896 was 33,625 copies, making a net gain in the year 1897 over 1896 of 25,656 copies per day. Guarantees its circulation statements.

Philadelphia (Pa.) *Home Queen* (2).—Is a clean, interesting monthly publication for women, and a profitable advertising medium for all who desire to interest the household. The present management has been very successful in building up and improving the magazine, and it is now beyond question the very best of its class.

Philadelphia (Pa.) *Home Visitor* (1).—Guaranteed actual paid subscriptions 145,000. Increasing from 600 to 1,000 a day. A magazine for the home circle read by people who depend upon mail orders for their wants. General advertisers will find the *Home Visitor* the best paying medium and the lowest advertising rate, considering results, of any publication in America.

Philadelphia (Pa.) *Il Vesuvio* (1).—The most influential Italian newspaper in the United States.

Philadelphia (Pa.) *Leisure Hours* (2).—Have averaged during the past six months

over 75,000 subscribers, all among a selected and better class of families.

Philadelphia (Pa.) *Market Basket* (1).—A weekly agricultural and stock journal circulating over 25,000, strictly among farmers, truckers, fruit growers, dairymen and stock raisers in the States of Pennsylvania, Maryland, Delaware, New Jersey, North and South Carolina, Virginia, New York, Ohio, West Virginia and the Western States.

Philadelphia (Pa.) *New Ideas* (1).—We guarantee over 100,000 copies every issue.

Philadelphia (Pa.) *Progressive Agent* (1).—Advice we give you free—space in the *Progressive Agent* costs twenty-five cents per line each and every month; no discount for time nor space; circulation 40,000 copies every issue.

Pittsburg (Pa.) *Christian Advocate* (1).—Circulation 17,500. Organ of the M. E. Church in Pennsylvania and West Virginia. Constituency 210,000.

Pittsburg (Pa.) *Freiheits Freund* (1).—Has the largest circulation of the German papers published in Pittsburg.

Pittsburg (Pa.) *Times* (1).—During the year 1897 the four English morning newspapers in Pittsburg printed a total of 698,421 inches of advertising, almost 200,000 inches of this amount being inserted in the advertising columns of the *Times*. The *Times* exceeded the next highest in the number of inches of advertising carried 23,718 inches, or an average of almost 2,000 inches for each month of the year. The daily average net circulation (all spoils, unsold and sample copies deducted) of the *Times* for the three months ending December 31, 1897, was 50,482. Circulation books and pressroom open to all. For years the *Times* has been acknowledged the best advertising medium in Western Pennsylvania. For ten years the *Times* has been the leader in morning circulation in a community embracing three million people. The *Times* is the pioneer one-cent morning newspaper between Philadelphia and Chicago.

Scranton (Pa.) *Railway Employee's Journal* (1).—We cover the following railroads: The main line and Bloomsburg division of the Delaware, Lackawanna & Western, Lehigh Valley, Delaware & Hudson, Ontario & Western, Erie & Wyoming Valley and the Central Railroad of New Jersey. Circulation, 4,000 copies.

Scranton (Pa.) *Times* (1).—Only Democratic daily in Scranton. Largest circulation of any evening paper in Pennsylvania outside of Philadelphia and Pittsburgh, circulating in a population of 325,000 people.

Tamaqua (Pa.) *Recorder* (1).—More than double the circulation of any other newspaper in Eastern Schuylkill County.

Washington (Pa.) *Reporter* (1).—The *Daily Reporter*, with its three editions, enables subscribers in the different sections of the county to receive the latest local, county and general news. It has for more than twenty-one years been the favorite paper of many readers throughout the county. Its growth during this period has been almost phenomenal, having increased from a four-page, four-column paper to an eight-page, six-column sheet, making it considerably more than four times the size of the first issue, the circulation having more than kept pace with this growth.

TENNESSEE.

Memphis (Tenn.) *Jewish Spectator* (1).—The only paper of its kind published in the South having an extensive circulation.

Nashville (Tenn.) *Banner* (1).—The *Banner* has, according to the American Newspaper Directory, a larger circulation than any other daily in Tennessee.

THE POET.

THE poet starved for years and years,
His lays were all of love and hope;
But now no hunger pangs he fears—
He sings of liver pills and soap.

—Current Literature.

SOAP FOR TEMPLE DEBT.

The debt which hangs over the Woman's Temple is to be washed away by soap. It will take 30,000,000 bars to do it, but the ardent members of the W. C. T. U., from Maine to California, have made a vow to use just as much soap as possible, and all of one kind. For the managers of the Woman's Temple have entered into a broad and comprehensive "wrapper" scheme. Every wrapper means a cent, and, if they can get enough wrappers, the debt will be paid off. So circulars have been sent broadcast warning members of the W. C. T. U. not to use any kind of soap except the "regular" brand, tested, passed upon, and found good by Mrs. Helen Barker, treasurer of the W. C. T. U. Rival soap firms are boiling with indignation at the sharp trick which has been played upon them by an enterprising Chicago soap company, but the W. C. T. U. brand is a winner and the wrapper scheme promises to reach big proportions. Several months ago the soap company saw an opportunity to advertise its soap far and wide at a small cost. The manager went to Mrs. Barker and laid his scheme before her. "We've got the best soap in the market," said the manager. "It is a light, frothy soap, made out of the purest oils. It swims on water, and is the smoothest article on the market. It is not only the finest laundry soap in the world, good for heavy family washings and scrubbing the kitchen, but it is unexcelled for toilet purposes. We are losing money when we sell it at five cents a bar, but in order to do a charitable act we will tell the soap to the W. C. T. U. at four cents a bar. That is, for every wrapper returned to us we will give a rebate of one cent to the W. C. T. U. If you sell enough soap you can pay off your debt and establish a sinking fund big enough to start a bank. What do you say about it?"

The scheme seemed to be a good one on its face, and after a practical test of the soap the women thought it good enough to recommend. An agreement was entered into with the soap company. Things were conducted quietly. There was no loud blaring or sounding of trumpets by which competing soap firms could be warned of the pit which had been dug for them. In fact they never learned anything about it until they noticed changes in trade conditions. Tompkinsville, Hay Kicks Crossing, Seedsburg, and a thousand other unheard-of towns over the country have been sending in frantic inquiries for the W. C. T. U. soap, while the manager of the lucky company has been waxing fat and has received a raise in salary from the big corporation which employs him as a recognition of his stroke of enterprise. "O, I think we have a good thing," said the soap manager yesterday. "We are getting orders from all over the country, and as soon as the scheme gets into good working shape we expect to sell a surprising amount of soap. Of course, it is a pretty heavy tax to give one cent for every bar of soap sold, but competition is keen these days and we will have to be content with a small margin of profit. You see, it is figured out this way. There are 150,000 members of the W. C. T. U., and if each one of them will only buy one bar of soap each week that will amount to \$150.

The arrangement has undoubtedly helped our sales. We are getting inquiries from all over the country as to how to get our soap, and in this way we are making a new market. We believe that we will make the W. C. T. U. considerable money, and at the same time we will not in the end be losers ourselves." The debt on the temple is about \$300,000.—*Chicago Tribune.*

"MISSING-WORD ADS" SATIRIZED.

A writer in the *Yellow Book* has fun with the missing-letter humbug. It is hard to satirize anything so extravagant and silly, but the *Yellow Book* man succeeds admirably. For example:

G-RF-LD. A man once connected with state and military affairs, but especially famous for the beneficial tea which bears his name.

IR-L-ND. A training school annexed to New York, where citizens are prepared to rule us, and are shipped here in unlimited quantities just before the first week in November.

CHR-STM-S. A holiday, when we distribute gifts that we can not afford to buy, to persons who do not want them, and treat us in the same happy manner.—*National Advertiser.*

BILLBOARDS.

New York theatrical men express the view that the extensive use of billboards by the Commercial Advertiser has detracted from the value of this medium to the theatrical advertisers. The complaint appears to be that the ordinary advertiser makes the boards so attractive that the announcements of plays are entirely obscured. But certainly this is a condition of affairs that can easily be remedied.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

WANTED—Wkly nwpr. with job office. E. Pa., N. J., N. Y., Md. Write "Z," Printers' Ink.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ABO ENGRAVING CO., Youngstown, Ohio.

SEND your name on a small postal for a sample of my large postal. WM. JOHNSTON, Manager Printers' Ink Press.

I PAINT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks; Yes it Do.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

WANTED—To purchase a working interest in a good paper in a live town of not less than 10,000. "C. W. C.," care Printers' Ink.

LOCATION wanted for Sunday paper, 1,000 circulation; or partnership existing paper. J. T. HOSFORD, Vandewater St., New York City.

SEND your name and address for a sample of my "Special Postal Card for Business Men." WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

PRESSMAN and general all-around man wanted in country printing office near New York. Permanent place if satisfactory. State wages and experience. Address "J. H.," Printers' Ink.

WANTED—Men whose hair is falling out or getting gray to send 25 cts. for Dr. Brown's hair cure. Also makes undeveloped mustaches grow. Address BROWN MEDICAL CO., Youngstown, Ohio.

A [GENERAL advertisement writer wishes a first-class assistant writer in his office. Must be capable to do the very best work in booklets and magazine advertisements. Address "PURTAN," care Printers' Ink.

WANTED—Advertisers to know that we have a larger circulation than any newspaper published in the Valley of Virginia. Advertising rates furnished on application. Address THE WINCHESTER PRESS, Winchester, Va.

EVERY printer wants our Specimen Book of Type and Price List of Supplies. There have been various reductions in prices. These books not sent to non-printers. AMERICAN TYPE FOUNDRY CO. See ad under "For Sale" heading.

I WANT orders to set and electrotypes your advertisements. I can do better work than most printers and work equal to that of any. I ask you to give me a fair trial on the next advertisement you want done. Address WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

DO YOU OWN ONE?
Business men who own an elegantly designed and engraved lithographic letter-head plate can have a handsome line of business stationery printed as cheaply as common type-set headings. Price of plate, \$2.75. Sketch submitted. Give exact wording. W. MOSELEY, 20 Hill St., Mgrin, Ill.

DRAWINGS FROM PARIS—A lady in Paris, competent and experienced, desires an engagement to furnish drawings illustrating Paris fashions, and offers her services to some American newspaper. She visits the celebrated dress-makers and sends drawings of latest creations. Can serve one journal or two. Compensation to be fixed by agreement, after submitting specimens. Address "A. M. T.," care of Printers' Ink.

WE WANT to buy a Republican weekly newspaper plant in a county seat, recognized as the official paper in a Republican county. We want a property that would appraise not less than \$4,000, to be bought at the lowest possible figure for cash by aggressive, experienced newspaper men starting in the prime of life. If you are interested, give full particulars of all conditions. Address F. P. ATHERTON, Reed City, Michigan.

W E WANT HIGH-GRADE ADVERTISEMENTS: CAN WE GET YOURS?
50,000 GUARANTEED CIRCULATION.
Rates, 25 cents per square line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.50 " 6 lines	17.50 " 5 inches
1.50 " 6 lines	\$1.00 " 6 inches
1.75 " 6 1/2 inch	24.50 " half col.
2.50 " 1 inch	49.00 " one col.
7.00 " 2 inches	98.00 " half page
10.50 " 3 inches	150.00 " 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 2 1/2-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

NEWSPAPER METALS.

HONEST electro, stereo, and lino type metals. E. W. BLATCHFORD & CO., Chicago.

MISCELLANEOUS.

SEND your name on a small postal for a sample of my large postal. WM. JOHNSTON, Manager Printers' Ink Press.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

INFORMATION.

WHAT is it you want to know? Send \$1 with inquiry. Established 1887. ASSOCIATED TRADE AND INDUSTRIAL PRESS, Research and Inquiry Department, Washington, D. C.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd, 10 Spruce St., New York. Special prices to cash buyers.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

HORTON'S Mailer is superseding the hitherto best mailers in largest publication offices. It beats the best. Price \$20 net. AMERICAN TYPE FOUNDRY CO., selling agents.

JOB PRINTING SPECIALTIES.

A NEWSPAPER (wanted one only) in every town in the U. S. to advertise and sell in its job printing department the "Ledgerette Bill File," pat. A device that sells straight to almost every business and professional man. Each sale establishes a permanent customer for printed billheads. Profits 100 per cent. WM. R. ADAMS, manufacturer, Topeka, Kansas.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 108 Spruce St., New York. Service good and prompt.

ILLUSTRATIONS—We have the original half-tone engravings of the illustrations, all reproduction of famous paintings, size about 4 1/2 inches. Suitable for illustrating programmes, circulars, frontispieces for books or music or for publications using good quality of paper. Will sell new electro of any of them for \$2. Send 25 cents for sheets showing the subjects. OPTIMUS PUB. CO., 31 Ross St., New York.

ELECTROTYPES.

LINOTYPE, stereotype, electrotypes metal. Absolutely reliable, uniform and pure. Our standards need no "trial order," but orders and correspondence solicited.
MERCHANT & CO., Inc.,
Manufacturers,
Philadelphia, Pa.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same in a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

ADVERTISEMENTS BY TELEGRAPH.

IF you murder your mother-in-law or set fire to the City Hall, the Associated Press will send the news all over the country, and the leading papers will print it under the heading of "By Telegraph"—all without cost to you. If you sell the new clock for the Capitol at Washington or supply your brand of champagne for the latest ball at the Waldorf-Astoria, we will send out the information for you, and next morning it will appear in the leading papers under the heading, "By Telegraph," and when you get our bill you will admit:—That the advertisement was excellent. 2d—That the cost of it was in proportion. For further particulars, address THE GEO. F. BOWELL ADVERTISING CO., 10 Spruce St., N. Y.

PRINTERS.

DEPARTMENT of Profitable Publicity of the W. B. Conkey Co., E. A. WHEATLEY, Director, 341-343 Dearborn St., Chicago.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

MONS. PRINTER: Did you ever see a really first-class job that was not set in our type? Which are your favorite styles? We make them. Type of poor design degrades the printer's work. We aim to be indispensable to your success. AMERICAN TYPE FOUNDRY CO. Branches convenient to you all over the continent.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

AMERICAN MAILABLE BILL FILES, for mailing and advertising purposes. An ad on the right thing, in the right place, at the right time. Sample free. **A.M. BILL FILE CO.**, St. Wayne, Ind.

A NOVELTY booklet (illustrated) entitled "Bi-cycle Nuggets," contains 70 pages of paragraph matter on the funny side of cycling, price 10c. A strong medium for the advertising field. Copyright and electrotype plates of entire matter for sale. **J. L. MISHLER**, Goshen, Ind.

HUEBSCH'S YEAR BOOK must be seen to be appreciated. Send 75 cts. for a 6x9 copy and 48 cts. for 4x6x8. We make them with your advt. on every page, beginning any day and running one year. Such a diary is kept, so that if you distribute a quantity your card is seen constantly. **D. A. HUEBSCH & CO.**, mfrs., 31 Rose St., N. Y. City.

FOR SALE.

\$1 BURE 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

COUNTRY CAMPBELL, 1912, \$250. Good as new. **ALEX NEELY, Exr.**, Bennett P. O., Pa.

TWO dollars will buy proof sheet of our mailing list. **GAZETTE**, W. Stewartstown, N.H.

FOR SALE—Ink factory cheap, near R. R. depot; 15 cash, balance on mortgage. Address **P. O. BOX 210, Babylon, L. I.**

FOR SALE—A trade journal. Fine paid list and good advertising patronage. Address "Q," care Printers' Ink.

DEP a nicker in an envelope addressed "AD SENSE," 152 Washington St., Chicago, and get a copy of that journal—brimful of horse sense for business men.

EVERYTHING for the printer; complete outfit; the best, at figures no higher than asked elsewhere for the second best. Our type leads in style and design—is used by all the leading publications. No other type will satisfy customers of taste and advertisers of experience. Estimates furnished, terms arranged, at branch nearest your place of business. **AMERICAN TYPE FOUNDRY CO.**, Branches in Boston, New York, Philadelphia, Baltimore, Pittsburgh, Buffalo, Cleveland, Cincinnati, Chicago, Milwaukee, St. Louis, Minneapolis, Kansas City, Denver, San Francisco, Portland (Ore.), Dallas, Atlanta.

NEWSPAPER ADVERTISING IN THE UNITED STATES. A book of two hundred pages, containing a catalogue of about six thousand newspapers, being all that are credited by the American Newspaper Directory (December edition for 1897) with having regular issues of 1,000 copies or more. Also separate State maps of each and every State of the American Union, naming those towns only in which there are issued newspapers having more than 1,000 circulation. This book (issued December 15, 1897) will be sent, postage paid, to any address, on receipt of one dollar. Address **THE GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

ADVERTISING MEDIA.

GOOD LIVING.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

AMERICAN HOMES, Knoxville Tenn., 1 yr. \$1, including 40-word ad.

GOOD LIVING offers valuable space to advertisers of food products.

GOOD LIVING, a book for ye woman. February number, 1,000 circulation.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 6,000.

A. O. U. W. RECORD, Denver, Col., over 10,000 proved circulation. Write for terms.

ADVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 54th. Sample free.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. **LA COSTE**, N. Y.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

CAPERS, 200,000 homes, don't duplicate circulation, low advertising rate. Write to **THE RELIGIOUS PRESS ASSOCIATION**, Phila., Pa.

TO REACH Oregon, Washington and Idaho progressive farmers; the **WEEDROOT PLANTER**, Portland, Ore., 5,000 copies monthly guaranteed. Write for rates.

REPUBLICAN JOURNAL, Littleton, N. H.; largest circulation and best paper in State north of Concord; 1,500 guaranteed; rates low, but firm; service best.

SEND your name and address for a sample of my "Special Postal Card for Business Men." **WM. JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

THE Rochester, N. H., **COURIER**, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,500. A good country paper at a great trade center.

GOOD LIVING, devoted to household affairs, mainly sanitary. Circulation, 1,500 on first number. Grocers buy it for patrons. Sample copy sent. Ads for March number 5c. per agate line. No long-time orders taken at this rate. Address **GOOD LIVING**, Peoria, Ill.

THE TIMES-UNION has been the magic key in the hands of a great many advertisers with which they have opened the pocket-books of many customers. This is a key that every business man can use if he so desires. **JOHN H. FARRELL**, editor and proprietor, Albany, N. Y.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., N. Y.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. **LIPPMAN BROS.**, Lippman's Block, Savannah, Ga.

THE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day. It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits.

The New York Musical Echo is the best advertising medium for the money. It has a guaranteed monthly circulation of 15,000 copies. Address: Southern Branch New York Musical Echo Co., 153, 165 and 169 Congress St., Savannah, Ga.

BARGAINS.

SEND your name and address for a sample of my "Special Postal Card for Business Men." **WM. JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

FOR twenty-five dollars we will print seventy-five words, or ten agate lines, in two million copies (2,000,000) of conspicuous American newspapers and complete the work within eight days. This is at the rate of only one-eighth of a cent a line for 1,000 circulation. The advertisement will appear in but a single issue of any paper. It will be placed before two million different newspaper buyers—or ten million readers, if, as is sometimes stated, every newspaper is looked at on an average by five persons. Address, with the check, **THE GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

Current Lit

25c. a No. \$3.00 a

has never been anything but a deli-
 cation number. For the busy people who can-
 d all the limited pocket-book, who can afford only two each
 inestimable blessing, selecting and republishing it does,
 is a charm in the very make-up of the which
 Advertising.

THE CURRENT LITERATURE P
 BRYANT BUILDING 33 Lit
 NEW YORK.

SPECIAL OFFER

Mention PRINTERS'
 INK, send 25 cents, and
 you will receive a three
 months' trial subscription
 to CURRENT LITERA-
 TURE.

Address,
 CURRENT LITERATURE,
 Bryant Building,
 New York.

To the Bicycle and Bicycle S
 United States of Ame

Dear Sirs:—

The interest you have tak-
 ment that the April number of
 would be a special Bicycle n
 acknowledgment of thanks whi-
 ed. It cost \$300 to make it
 expect to get it back.

There will be no advance
 in this issue, and we invite
 also to join us.

Copy should be in before

Yours v

"It was Edgar Allan Poe who said that there is a
 totality of the short prose tale. Fifteen of the best
 under one cover are found in the October Short Stories
 with each issue."—*Boston Daily Globe*, Sept. 1897.

25c. a Copy \$3.00 a Y

Short S

t literature

... a Year

a deignation since the appearance of its first
ho can all the periodicals or the family with the
rd only two each month, *Current Literature* is an
i reputat it does, the best things of the month. There
of the which is altogether distinctive.—*Art is*

CURRENT LITERATURE PUBLISHING CO.,
BUILDING 55 Liberty Street,
NEW YORK.

Feb. 9, '98.

Bicycle Sundry M'f'rs,
America.

a has taken in our announce-
ment of CURRENT LITERATURE
Bicycle number calls for an
thank which is hereby tender-
ed in this way, but we
ack.

advance in rates for space
for general advertisers

before March 10th.

Yours very truly,

W. F. DeVoy,
Adv. Mgr.

SPECIAL OFFER

Mention PRINTERS'
INK, send 25 cents, and
you will receive a three
months' trial subscription
to SHORT STORIES.

Address,
SHORT STORIES,
Bryant Building,
New York.

said that there is an immense force derivable from the
fteen of such 'forces' as were ever collected
over *Short Stories*, which seems to improve in quality
be, Sept. 1897.

Copy for a Year.

Stories

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERRERO, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, FEBRUARY 9, 1898.

In the spring of 1892 the New York Board of Trade and Transportation appointed a committee to consider the existing postal laws and bills for their modification, and communicate to the Congressional Committee on Post-Offices its opinions and recommendations; and a little later—viz., April 13, 1892—on recommendation of its Committee on Postal Laws and Bills for their Modification, adopted the following:

Whereas, Books, periodicals, newspapers, and other printed matter disseminate and preserve useful information, advance civilization, and increase and facilitate business, it is wise to provide for their distribution at as low a rate as can be afforded, and as attempts to classify and discriminate have a tendency to repress or injure useful enterprises,

Resolved, That in the opinion of this board the postage on all classes of printed matter should be uniform.

It may be some years before the opinion of the New York Board of Trade and Transportation shall become the opinion of Congress; but until it does there will be endless trouble in and with the Post-Office Department, and no end of injustice and favoritism, despite the best effort of the most competent Postmaster-General to prevent either.

PICTURES have always been used advantageously in advertisements. Certificates, or statements of what the goods advertised have actually accomplished in individual cases, make the most conclusive reading matter for advertisements. Pictures and certificates combined make the most successful advertisements that can be used for general purposes.

THE best medium is usually the cheapest.

WHAT the space has been bought for is of far less importance than what has been put into it.

THE advertiser who keeps his eyes open will find everywhere hints and suggestions which he can use in his advertising.

AN advertisement is intended to draw trade, not to show what combinations a printer can make with the material in his office.

IF all the money diverted into worthless advertising schemes each year were gathered into a single pile, it would more than wipe out the national debt.

ORIGINALITY in advertising consists in taking the ordinary means and methods of others and so merging, combining and directing them that greater results spring from their use.

ADVERTISING space that seems cheap, when the circulation offered for the money is not considered, is often found to be extremely dear when that factor is given its due place.

THE more the principles of good advertising become understood, the better it will be for the media that are really good, and the worse will it become for those which are not worth what they cost.

THE United States Circuit Court has decided that a "special agent" does not represent the publications on his list in such a way as to make him a proper person on whom to serve papers in an action for libel against the newspapers he represents.

THE spirit that is inside of any enterprise pushing it and giving it life is the biggest half of it. This is so with advertising. If a man is full of the advertising spirit he is bound to make good advertising, no matter how many faults of expression he may have.

THE mission of an advertisement is to sell goods. To do this, it must attract attention, of course; but attracting attention is only an auxiliary detail. The announcement should contain matter which will interest and convince after the attention has been attracted.

THE New York Press is carrying more advertising to-day than at any previous time in its history.

MOST advertising can be made more effective by illustrating it properly. Many advertisers use cuts that would answer the same purpose if reduced in size one-half. Business men everywhere are being convinced that it is best to use pictures. The big stores of New York illustrate their advertisements profusely. Several of them have their own art department for the purpose of sketching goods to be sold.

If the ridiculous Mr. Loud, author of the preposterous Loud bill now before Congress, will read the letter in this issue of PRINTERS' INK from C. Henry Leonard, A. M., M. D., of Detroit, his mind will be refreshed on some points that are better worth his attention than his present effort to create a law that will add to post-office complications greatly, and decrease the alleged deficit NOT ONE CENT.

THE January sales of Ripans Tablets for the seven years they have been on the market have been as set forth below:

1892	\$ 11.02
1893	166.56
1894	305.15
1895	1,055.03
1896	1,702.50
1897	2,946.98
1898	14,720.02

This statement illustrates the cumulative power of advertising.

THE brightest and most successful advertisers are not necessarily so because they advance new methods, but simply because they know just how to adapt the old methods to their particular business. And when the subject is thoroughly sifted we find that there is after all but one advertising method—to tell the people in plain language what you have to sell, what are its merits and what is its price. It is the same old method, but we have never seen it improved upon.—*Profitable Advertising, Boston, Mass.*

THE first thing an advertisement should do is to attract. Unless it effects this it is useless, as it will not even be looked at. The second thing it ought to do is to convince. If, after attracting attention, it fails in this particular, its attractiveness will go for nothing.—*F. W. Sears.*

IN 1793 Noah Webster, says his biographer, was solicited by some eminent statesmen to establish a daily paper in New York City in defense of Washington's administration. He consented. The paper was first called the *Minerva*, but was soon changed to the *Commercial Advertiser*. The *Commercial Advertiser* is a better paper to-day than it ever was before.

IT is a significant fact that the fourteen Denver department stores which recently stopped advertising because the rates of the newspapers were not to their taste, found that business showed a remarkable falling off almost the moment the advertising was stopped, the depression growing as the days passed, until they were eventually glad again to get into the advertising columns without the granting of their demand for reduced rates.

MR. SAMUEL DAVIS, advertising manager of the great wholesale clothing and wool house of the Kuh, Nathan & Fischer Co., of Chicago, writes: "I am daily visited by merchants from all over the country, and positively have never yet failed to put a back number of PRINTERS' INK into their hands before leaving the office." Mr. Davis' theory is that reading the Little Schoolmaster makes merchants more progressive; and such merchants are likely to buy and sell more of his goods.

THE Poughkeepsie (N. Y.) *Eagle*, a respectable morning daily, has been published for nearly forty years, and is credited by the American Newspaper Directory with having a J K L circulation—that is, not exceeding a thousand copies—and yet the editor of the *Eagle* is enterprising enough to devote a quarter of a column of leaded editorial space to explaining editorially why it is that he can not accept a 12-inch advertisement, to appear 312 times, for \$25 worth of books that he doesn't want. He winds up his editorial with the self-evident truth: "Evidently a good many papers are managed by fools"; and then to clinch his argument he wastes more time by sending a marked copy of his paper to the advertiser, who had given him plain notice: "If not interested, do not take the trouble to answer." What the *Eagle* ought to do is to discharge an editorial writer, and with the money saved buy a waste basket.

THE Dr. Williams Medicine Company, of Schenectady, N. Y., manufacturers of Dr. Williams' Pink Pills, publish as an advertisement Williams' Dictionary of the English Language, containing, it is asserted, over 10,000 words, with their definitions and accent marks. This pamphlet is in the shape of the ordinary almanac, to which country people have been so long accustomed, and like them is distributed free; but the possessor is far more likely to retain it for an indefinite period than the recipient of an almanac, which is good only for the year in which it is issued. The present dictionary does, indeed, contain a calendar for the current year, but that seems to be a defect rather than an advantage. At any rate, the testimonials in the pamphlet have an excellent chance to "get in their work."

THERE is a certain class of newspapers that take great pleasure in teaching themselves to believe that the American Newspaper Directory is a scheme for blackmailing newspaper publishers, and one of the points that most of them seize upon is the rule laid down for the guidance of the editor of the Directory which reads as follows: "Publications that do not insert advertisements are so indicated and have no circulation rating."

"Are we to understand from the paragraph in your circular which we have marked," writes the Saginaw (Mich.) *Evening News*, "that you do not rate a newspaper in your newspaper annual unless that paper carries an advertisement in the columns of the annual?" Of course if the Saginaw *Evening News* ever looked at the Directory it would not need to ask this question.

The editor of the Directory desires to explain, not once for all, but simply once, and he expects to do it again next week, next month, next year and so on to the end of time. What he desires to explain is that the paragraph that attracts such unfavorable attention simply means what it says, namely that publications that do not insert advertisements in their own columns are so indicated in the American Newspaper Directory, and to such no circulation rating is accorded, because the paper does not receive advertisements and on that account its circulation, whether large or small, is of no interest to advertisers.

GEO. F. SPINNEY, once of the New York *Times*, is now proprietor of the St. Paul *Globe*, and PRINTERS' INK wishes him all the success imaginable. Who knows but St. Paul may have a good newspaper yet.

THE Little Schoolmaster used frequently to wonder why it was that Teddy Eiker seemed to continually lose the papers for whom he had acted as the New York special agent. He is such a good looking fellow; and apparently such a nice fellow. It did not seem as though any paper could possibly be better represented. But since Mr. Eiker undertook the management of the *National Advertiser* all wonderment has disappeared. He may be good looking! He is agreeable! but he has not got any sense.

THEY ARE FAKIRS.

Two California papers, the *Gilroy Telegram* and the *Ventura Democrat*, are advertising the following statement:

Ten dollars' worth of advertising in PRINTERS' INK will effect more toward securing a good rating in the American Newspaper Directory than all the affidavits and receipted bills for paper used in regular editions could possibly achieve in a thousand years.

NAMES OF CORPORATIONS WANTED.

Office of
THE AMERICAN EMBOSSEING CO.
Modern Business Stationery,
10-16 Lock street.
BUFFALO, N. Y., Jan. 31, 1898. }

Editor of PRINTERS' INK:

We wish to subscribe for a paper which gives the list of all new companies formed or incorporated. Do you know of such a publication? We would want it to cover the whole country. Any information in this line will be appreciated. Respectfully yours,

THE AMERICAN EMBOSSEING CO.

PRINTERS' INK knows of no such publication. There is, however, in Chicago a periodical called the *National Corporation Reporter*, issued at two and a half dollars per volume (which includes 26 numbers), with a circulation, according to the American Newspaper Directory, of less than a thousand copies. It devotes itself to reporting the decisions of courts in corporation cases, and is probably subscribed for by those attorneys who have corporations as clients. A large part of its space is taken up by legal notices, which must produce a goodly revenue. The proprietor of this publication may be able to aid the American Embosseing Co. to find what they are seeking.

AN ADVERTISING FAKIR.

There are more curious things in the advertising world than are dreamed of in most men's philosophy. This suggestion is brought to mind by a letter just received by PRINTERS' INK from a Mr. H. Stanley Lewis, who designates himself as "The Hustler," and whose business is that of advance agent and sensationmonger for theatrical attractions. The letter follows:

EN ROUTE, FORT WAYNE, Ind.,
January 23, 1898.

Editor of PRINTERS' INK:

As I am the only one in my particular field of advertising, and have been for years a student of the Little Schoolmaster, I inclose a recent interview in the Philadelphia Times giving a resume of the schemes which I have worked in Philadelphia ahead of various theatrical attractions. I have done the same all over the country, one of my most sensational ads being sprung last year in Cincinnati, where I was arrested by mistake for the murder of Pearl Bryan. At the time of that famous case, when all Cincinnati was in a ferment of excitement, and large rewards were offered for the apprehension of the assassin, I was in the city ahead of the "Girl Wanted" company. Going out to the lonely spot where the murder was committed I acted as suspiciously as possible, and was immediately pounced upon by the sleuths who were lying in wait. Placing me in a cab the horses were whipped to a gallop, and with four officers inside and two on the "box" we started for the Newport jail. With incredible rapidity the rumor spread that the murderer had been captured, and a mob chased the flying cab all the way to the jail. After the Cincinnati papers had come out with "extras" I disclosed my identity and was promptly released. Then more "extras" were rushed out detailing the mistake and announcing my connection with the company, thus securing several hundred dollars' worth of free advertising.

I severed my connection of five seasons with Davis & Keogh's attractions last fall and am now in advance of James A. Herne's "Hearthstone" company. I am also a "lightning caricaturist," and one of my methods of advertising is to secure the window of the biggest store in town and sketch the various faces in the big crowd which congregates, which are then passed out by a messenger to the originals, containing the ad of the show and of the merchant, placed thereon with a rubber stamp. I incidentally sketch a scene from the play for the edification of the throng, and charge the merchant \$10 or so for the two-hour attraction in his window; thus drawing two salaries—one from the play and one from the merchant.

During the summer I handle the advertising of various firms on elephants, etc., with the leading circuses. Mr. Girard Lear and myself control a practical monopoly of this style of advertising, which is being used extensively by the American Tobacco Co., Adams' Pepin Tutti Frutti, Pabst, Fowler Cycles, etc. I would like to secure the opinion of Mr. Chas. Austin Bates, as I am the pioneer of sensational advertisers of this style. Yours truly, H. STANLEY LEWIS.

THE only way to learn whether a medium is profitable is by testing it.

THE CIRCULATION OF A CLASS JOURNAL.

In Rowell's Directory for the year 1895 the figures given by the publishers of the *National Provisioner* were 5,000, which number, it is stated, represented the smallest edition issued within a year.

In 1896 the circulation was given as being not less than 4,000.

For the year 1897 we abstract the following verbatim, from the Directory referred to, the details being furnished by the publishing company, as is usual:

"The *National Provisioner*, published weekly, Saturdays; provisions and meat; fifty-four pages, 10x13; subscription \$4; established 1889; Robert Ganz, editor; Robert Ganz & Co., publishers, dated also at Chicago, Ill. Circulation, largest ever accorded was 5,000 in 1894. Actual average during 1896, 24,638. Office 284 Pearl Street, N. Y.

Advertisement.—The *National Provisioner* has as large a bona fide circulation as any trade journal in the United States or Canada. It covers the entire civilized world, and is read wherever American provisions and agricultural products are packed or consumed. Can be found in every packing house, rendering works, oil mill, fertilizing works, meat market, board of trade, or provision broker's and dealer's office."

In Lord & Thomas' Directory for the year 1897 the circulation, as given by the *National Provisioner* Publishing Co., is 25,108.

Concerning the foregoing we would say, in 1897 the circulation of the *National Provisioner*, inclusive of free copies to advertisers, sample copies and to subscribers, ranged between 1,500 and 2,500. The *National Provisioner* Publishing Company can not show a bona fide list of paid subscriptions amounting to, say, 1,500, for the simple reason that its list is considerably under even this low-water mark. This includes the foreign circulation, which latter ranges from 150 to 200. We invite investigation.—*The Retail Butchers' Review* (N. Y.), Feb. 2, 1898.

The matter printed above is a pretty good illustration of the difficulty generally encountered in attempting to ascertain and state the circulation of even the best sort of class journals. The editor of the *American Newspaper Directory* says that the *National Provisioner* appears to be a first-rate paper, and the assertion that its average issue in 1896 was 24,638 copies was backed up by a statement, properly signed and dated, showing every issue for the year, and exhibiting an actual average as stated. He further says that he now has some reason for believing that the man who writes the article copied from the *Retail Butchers' Review* is the identical individual who furnished the statement upon which the *National Provisioner's* circulation rating was based. Of course, if that is true the writer in the *Review* knows what he is talking about, but whether he may be relied upon—well, that is another story.

Books well advertised are almost bound to sell.

THE ATLANTA "JOURNAL."

By a Georgia Admirer.

Without question the Atlanta *Journal* is the principal evening newspaper of the South. Its editor, ex-Secretary of the Interior, Hoke Smith, and its manager, Mr. H. H. Cabaniss, have given it the standing and success it has attained. They have made it a newspaper that fills the requirements of classification in the same list with the Chicago *Daily News*, Minneapolis *Journal*, St. Louis *Globe-Democrat*, New York *Herald* and Washington *Star*. They have brought it to its present position against the strongest opposition a newspaper could possibly meet, namely, the fact of being published in the same field with the Atlanta *Constitution*.

The success it has attained is conceded by every one of the leading advertisers of Atlanta. Every one of them will give it credit for having a larger circulation in Atlanta, and of being the best week-day advertising medium in the field. One of them said he believed it was read in practically every family of the city. They all credit it with the circulation it claims.

In appearance the *Journal* looks like the best of New York or Chicago newspapers. It looks far better than the Southern papers outside of Atlanta. It is printed on good paper, with good ink, and it is well illustrated. Its matter is set in leaded columns, and its head-lines are clear cut and distinctive. It bears every evidence of being an enterprising, up-to-date metropolitan newspaper. Any one who knows newspapers would say that the *Journal* is run by thorough newspaper men, judging from its appearance alone. Investigating its management, its circulation, its news service, and its mechanical facilities, my favorable impression of the *Journal* was confirmed.

I interviewed Mr. Cabaniss, its manager, who by the way, is an experienced newspaper man, having for ten or a dozen years successfully published other Southern newspapers, before becoming the manager of the *Journal* ten years ago, when it was purchased by Mr. Cabaniss and Mr. Smith, who together own three-quarters of the stock, other owners being Mr. C. A. Collier, the present mayor of Atlanta and president of the recent Exposition here, and Mr. Jacob Haas, cashier of the Capital City Bank. The *Journal* had been running four years, when pur-

chased by its present management, but it had not become more than a local newspaper, and its circulation was not over three thousand.

"We thought that Atlanta ought to have two competing papers," said Mr. Cabaniss, who, by the way, is very much the same sort of a publisher as Victor F. Lawson or John F. Seymour, recently the manager of the New York *Evening Post*, whose open, outspoken methods of circulation demonstration he believes and practices. "From the day we began the publication of the *Journal* it became a competitor of the *Constitution*, in that it divided the advertising patronage with it, divided the political influence of Georgia with it. During the eight years we have published this paper, we have lost only one political battle, and that was the election of Free Silver delegates to the National Convention at Chicago. We were for sound money, and lost. The wisdom of our position was vindicated by the way the country went. We have always sought to maintain a clean newspaper that can be read by every member of the family circle. We have sought also to instruct the people as best we could, and have been independent and fearless politically. Though the *Journal* is a Democratic newspaper, it is independent enough to oppose the leaders when they are wrong. The circulation of the *Journal* has averaged for the past four years as follows: 1894, 16,470; 1895, 17,009; 1896, 19,822, and 1897, 22,179. It has been growing constantly, as above seen. Half of this circulation is in the city of Atlanta, where it reaches five-sixths of the homes occupied by white people. The balance of the circulation is in the towns situated within 150 miles of this city. Twenty-four railroads run out of this city, between the time the first edition goes to press and midnight, which enables the management to place the paper in the hands of every subscriber, within a large area, long before the morning paper could reach them with practically the same news. We have a weekly edition at fifty cents, average circulation for 1897, 16,280, and it is growing.

"One of the things that has made the *Journal* so strong is the fact that the management have aimed to make it as nearly accurate as possible. They would rather have absolute accuracy than the most sensational news imaginable. Another thing: it is distinctly

an evening newspaper. The time has come when the evening edition of a morning newspaper can not attain the success which is coming all over the country to the evening newspapers which are conducted as evening newspapers pure and simple, and along the lines of enterprise and reliability. Advertisers have learned to give the evening newspaper credit for the fact that it had a vast news advantage over its morning contemporary. The *Journal's* special leased wire of the Associated Press brings all the news of Europe and nine-tenths of the news of this country before it reaches the morning paper. By 2 p. m. they have everything that has happened in Europe up to 8 p. m., and here in the South they get at 3 p. m. what has happened at 2 p. m. in the North and East. A notable instance is the verdict in the Breckinridge case, which was printed in the 5 p. m. edition, which was not announced in the corresponding editions of the New York papers. The *Journal* has special correspondents in Washington, New York and in every town in this State and many adjoining States. The mechanical facilities are the best—namely, a Hoe quadruple press with a capacity of forty-eight thousand papers per hour, and seven linotypes."

The *Journal* has a staff of the best men to be found. Mr. F. H. Richardson, the chief editorial writer, is one of the ablest writers in the South. Mr. Josiah Carter, the managing editor, was formerly night city editor of the New York *Advertiser*. Mr. J. S. Cohen is one of the best known and brightest of the Washington correspondents. On the local staff are many of the brightest young men in the city. There is an illustrating plant, and every edition is illustrated.

I asked Mr. Cabaniss if the percentage of readers of daily newspapers was increasing in the South.

"It has quadrupled in the last four years," he replied. "In an address I delivered before the Georgia Press Association last year, I said that the time had come when the newspaper must be read. The day is at hand when the person who does not read a newspaper is placed in an embarrassing position."

"Do you think newspaper influence is increasing?"

"Yes."

"Do you think editorial influence is increasing?"

"No. I think the completeness

with which the facts of every great public question are presented in the newspaper columns places the reader in a position to be influenced only by those editorials that are manifestly in strict accord with the evidence."

"Are editorials read?"

"Yes, they are generally read, but people do not follow editorial expression so readily as formerly. The newspaper has taken the place of the stump speaker in this country. The daily has taken the place of the weekly, that is of weeklies printed by daily newspapers. People in small places will no longer wait for the weekly. They read the daily printed in their nearest large city, and they read the weekly printed in their own town."

"Selling your paper on the street at two cents means the penny has come in here," I suggested.

"Yes, the penny has come at last."

"How did you get it?"

"By reducing the price of newspapers. It was a hard struggle, but it has come at last. Five cents is too much to pay, and the sales were limited."

"Do you get more for your circulation than you used to at five cents?"

"Yes, and make more money. The white paper does not cost us a penny, and we sell the paper at a penny to the newsboys."

THREE FACTORS.

Courage, determination and persistency are great factors in successful advertising.

PERSISTENT dropping will outwear a stone,
Let critics sneer and let the cynics snicker,
It may be for the sake of peace alone,
But all things tumble to the constant
kicker!

The louder, also, that you make your moan,
Relief will hurry to your side the quicker;
A nurse may dally with a sleepy duncie,
A squalling baby must be soothed at once.

BUSINESS TERM.



"CUT RATES."

LITHOGRAPHING A POSTER.

A peculiar and rare stone is used for lithographic purposes. It is exceedingly fine grained, and yet so porous as to absorb water quickly. The best quality comes from quarries in Bavaria, where it is taken out in slabs and cut into regular sizes. The surface of these slabs is prepared for use by grinding down one side to a smooth, even face. If the stone is intended for drawing, the surface must be "grained." Considerable skill is required to "grain" a stone properly. A fine, sharp sand is sprinkled evenly over the smooth face, and by means of an implement called a "rocker" is caused to cut the polished surface. Great care must be taken in graining not to affect the general evenness of the face by cutting it too deep in spots.

This "graining" process leaves what might be termed a "stipple" on the surface of the stone, that would otherwise be as smooth as glass. The effect is scarcely noticeable to the casual observer, but it has everything to do with the production of light and shade. The stone, having been surfaced and grained, is now ready to receive the design.

To transfer a design to the stone the artist either draws it "free-hand" or transfers it from a tracing previously made. The "free-hand" drawing requires skill, and is done in black.

When a design is to be transferred, it is first photographed, and the negative obtained is placed in an electric lamp which throws the design in the required proportions upon a sheet of tracing paper, where all the outlines are carefully traced with crayon. The tracing is then laid face down upon the surface of the stone and subjected to pressure, which transfers the design to the stone. The outlines are then filled in with brush or crayon. The pencils or crayons used in drawing on a lithograph stone are peculiar to the art. They are composed of various greasy, waxy substances and are black. This mixture is molded into crayon shape, and can be dissolved to the consistency of thick ink and applied with a brush. All lithographic inks and drawing materials are of an oily nature, which makes the process possible.

Glancing at the design before him, the artist draws his crayon over the grained surface of the stone and gradually brings out the outlines. Then, by

rubbing in the color, he secures the effects of light and shade. By filling up the grained surface a solid color is produced, and when the crayon is drawn lightly over the shade will be seen light. Seen through a magnifying glass the crayon marks seem to merely touch the points of the "grain" in the light spots, while in the deep, black parts the "grain" is covered with the greasy, black substance.

When the drawing has been completed, it is subjected to the etching or "fixing" process, without which the stone would be useless for printing purposes. The effect of the process is to harden the lines of the design and to make the exposed surface of the stone susceptible to water. This condition is obtained by applying a solution of gum and acid to the surface of the stone, which hardens the ink and etches or eats the uncovered surface. The stone is then washed with turpentine and water. It is now allowed to dry from twenty to thirty minutes, when it can be inked and an impression taken.

Posters are not printed from the stone upon which the original design is drawn. Usually but four impressions or proofs are taken from it, and it is either put away for future use or re-surfaced and grained to receive another design. The proofs are used in preparing the stones to print from.

It next becomes necessary to prepare the stones from which the poster is to be printed. If the poster is a 24-sheet, a stone must be provided for each sheet, and if the design is in four colors, each color requires a separate stone. It is because of the large number of stones that must be prepared, that the cost of lithographing is high. But when the wonderful effects produced by that process are considered, it seems remarkably cheap.

Now that the design has been drawn and "fixed" and the proofs taken, the lithographer is ready to prepare the color stones for the printing process. When the proof is taken from the drawing stone it is covered with chalk, which may be of almost any color. The chalk covers and adheres to the fresh ink. This proof is then laid upon a surfaced stone and pressed down. Upon removing the sheet enough of the chalk is found to have adhered to the stone to leave a distinct impression of the design. It has also prevented the ink on the proof sheet from

coming in contact with the surface of the stone, for if it did it would stick to the sensitive surface and render the stone useless until re-surfaced and grained again, as it seems impossible to remove the ink in any other way.

With this transferred chalk design as a guide, the lithographer proceeds to lay in a color. If it is yellow, he draws on the stone all the parts of the design that are yellow in the original. The same black, greasy ink or crayon is used that he used before in making the first drawing. This stone is "fixed" in a manner similar to that before described, and when dry is ready for the press. In this way a stone is prepared for each color.

All through the process the stone is handled with the greatest care. A spot of ink or crayon mark out of place would unfit it for use until re-surfaced. Sometimes finger marks and even the breath affects the sensitive surface.

The process of printing from the prepared stones is in many respects similar to the process of printing from a type form. A lithograph press is very like an ordinary cylinder press, and to one unfamiliar with either process the difference would hardly be discernible. The difference, however, is so great that lithographing presses have to be specially constructed.

The bed of the press on which the stone is placed is more like a large tray. In this tray-like bed the stone is set at the proper height and backed up and locked in firmly, so that it will resist the pressure and preserve a perfect register. In addition to the ink fountain of the printing press the lithographing press is fitted with a water fountain working on the same principle. Before receiving the ink for an impression a roller saturated with water passes over the stone, depositing upon its surface a certain amount of moisture, which is carefully regulated. The water does not affect the oily surface of the design, but protects the rest of the surface by preventing the ink from adhering to it as the ink-rolls pass over the stone.—*Display Advertising.*

THEIR PLEA.

Antiquated old newspapers are forever haranguing the public about advertising in their columns upon the plea that they have a particular brand of subscribers guaranteed to buy whatever they advertise, or a subscriber who buys twice as much as any other paper's subscribers.—*Doylestown, Pa., Republican, January 24, 1893.*

BUSINESS MAXIMS.

—Mark Twain says you may put all your eggs in one basket, in spite of the proverb; but "you must watch that basket." This means, whether there is one basket or more than one, that careful watching is indispensable to successful business.

—It used to be said: "Of all ships avoid partnership." But that depends on your own peculiar genius, and your selection of a partner.

—The two most successful men of business this country has produced never made their plans public. To tell your plans in advance will either let others get ahead of you, or make the plans worthless.

—Rome was not built in a day, nor will any one, unless it be one in a million, get rich in a day. As Longfellow says: "Learn to labor and to wait."

—Don't think you have found it all out in one year of experience, for some things you never thought of will occur later.

—Be reasonably cautious, but be not over-cautious. Not to move until you are absolutely certain, is to dismiss all profit.

The business instinct, like the poet's gift, is partly born; but diligent study improves it.

—The colloquial advertiser makes each reader feel that he is personally addressed, and not made one of a multitude. A brisk talk is therefore more influential than a labored essay.

—To make your customer feel that he has made a pleasant visit, as well as a good trade, is a paying investment.

—Some people sell well who can not buy well, and *vice versa*. In a wise partnership the two functions are divided.

—One shelf of last year's goods may add a stale flavor to the store.

—An impatient clerk may undo half his best work.

—Do not yield to peevishness or sarcasm over a customer's criticism. Your side of the counter must be dedicated to politeness.

—What your rivals do you should know; not for comment, but for instruction.

—Do not say too loudly that you are selling the very best goods ever known at the very lowest prices ever offered. Perhaps you are, but it is better to make your claims seem more probable.

—An advertisement is not made merely to say things. It ought to convince the reader that they are true.

—A dealer who does not know from day to day just how his business is going, is like a captain who is ignorant of navigation taking a vessel to sea. J. B.

THE SPREAD OF LITERACY.

The possibilities of advertising are becoming greater every year. One reason for this is the gradual, but certain, spread of knowledge, as shown by statistics. In 1880 seventeen per cent of the total population could neither read nor write. In 1890, however, this proportion had been reduced to twelve per cent, and it is likely that the census of 1900 will show a still more remarkable reduction. This rapid obliteration of the illiteracy of the land can not be other than beneficial to the advertiser, for it widens his field and increases the value of his opportunity.—*Profitable Advertising.*

CARRIAGE advertising should not get into a rut.

THE phrenologist may use head-lines in his ads.

THE COLUMBIA ADVERTISING.

In a recent number of *Profitable Advertising* appeared an interesting interview with Colonel Pope of the Columbia Bicycle, from which the following is extracted:

I met Col. Albert A. Pope the other day in the private offices of the Pope Manufacturing Company in the Pope Building on Columbus avenue, Boston. Colonel Pope is a good story-teller, and he was in a humor that proved his capacity. When I cornered him for an advertising story about the Columbia he became serious and called in his stenographer.

"Now, fire away," he remarked in his characteristic manner.

"Can you tell me when you placed the first advertisement of the Columbia Bicycle?" I asked.

"It was in January, 1878," responded the Colonel, crossing his hands and trying to assume a stoic attitude, "and during the first year I remember we sold ninety-two bicycles. I've no doubt the advertising helped to do it. Our capacity now is six hundred wheels per day."

"Do you remember the name of the periodical that carried that ad?"

"It was the *Bicycling World*. We began very soon thereafter to advertise in such papers as the *Youth's Companion*, *Harper's Weekly*, the *Christian Union*, and other leading magazines and weeklies. When we began to advertise there was only one other bicycle advertiser; within a few months others came in, but during the first five years we did probably as much advertising as all the others put together. We had a careful idea of testing the various mediums from the start, to find out which were the best for us, and when we moved up on to Washington street I remember we adopted the method of giving a different store number in each advertisement, so that a great many people thought we owned both sides of the street for a mile." And the Colonel smiled. "For several years we kept this account," he continued; "and it satisfied us finally that the best and highest priced mediums were the ones for us to stick to."

"How will your advertising account of last year compare with that first year?"

"The amount expended the first year I can not remember exactly. It was probably less than two thousand dol-

lars. It was more than half a million in 1896."

"That pretty well answers the question as to the value of advertising to the bicycle industry," I remarked.

"The bicycle manufacturer, like the advertiser of any other line," began the colonel philosophically, "must make his goods known to the public, and if he does not advertise, his business will be much smaller. It is very easy to throw away money in advertising. One must be skilled in knowing what to say, how to say it, and where to place his advertising, if he would succeed in these days of close competition; and to-day the margin of profit to the bicycle manufacturer is no more than it is in any other established business, and it is so close that it means in the future, as in all other lines of business, the survival of the fittest."

"What are some of the special methods you have adopted?"

"Well, my agitation for good roads, though not intended at all as an advertisement, grew to such proportions that it became profitable to me as advertising. I began this agitation for good roads because I saw the great need of it, and it grew into such a tremendous work on my part that I had to have many clerks, and spent personally thousands of dollars a year for developing and keeping the subject before the people. I spent a large amount of money for opening up Central Park in New York City and other great parks to the bicycle. Then there was our school-book competition. We offered prizes to school teachers and others, for finding errors in school books, and in that way we discovered and caused the elimination of many errors. That, of course, made a great deal of talk and made the Columbia famous in all the homes in America. We once gave away a hundred bicycles to the boys of the highest standing in the public schools. Then, too, for several years we consistently used every effort to help towns where there were ordinances against bicycle riding. We furnished evidence, helped to work up the cases, and fought them all over the country. We created the demand for bicycles with one hand, and the supply with the other. At one time we issued one hundred thousand valentines, and sent them to mercantile houses. We were the first, I think, to make the pad calendars. We used to give prizes for races. Yes, we gave

the first cup valued at fifteen hundred dollars. To every one winning the cup once we gave a gold medal, and when it had been won three times it became the property of the winner. We furnished many kinds of prizes and gave away hundreds of bicycles to encourage races. We organized and kept a bicycle team, taking during that time the majority of the records. We had a balloon one year, which was sent up at the race meets. We lately issued prizes for the best photographs in which should appear a Columbia bicycle, and to this there came several thousand responses. We gave away a great many paper models of our factories. These came in large sheets, and had to be cut out and set up. Of these we sent out thousands, and such was the demand that we afterwards sold them at ten cents each. But this subject of the methods we have adopted for advertising is too broad for the scope of any newspaper article."

I saw that the Colonel was interested in the subject, although details came crowding on him faster than he could dictate them. So I begged him to continue.

"For several years, I remember," he resumed, "we sent out in large quantities cards handsomely lithographed, on which a hand was placed, and the words, 'Return at,' and besides these return cards, we issued closing cards, reading, 'This store (or office) closes at —.' Quite recently we sent out a little diagram showing practically the manner of gearing, the distance per revolution, etc., of a Columbia. These are simple ideas, but they were very practical advertisements."

At this point I gave the Colonel a breathing space, and then I said: 'Running over the field in your memory, what do you regard as the most original and striking method of advertising the Columbia people have ever adopted?'

"My work on good roads, done in a disinterested way, and begun simply as an individual, has brought us more good, more publicity than anything we ever did. My idea is to do something to make the papers talk."

"That is over and above placed advertising?"

"Yes; as a business man, as a manufacturer, do something, so that the newspaper has got to tell it."

"You regard that much better than placed advertising?"

"Do both," responded the Colonel laconically. "Placed advertising is one thing, but everybody can not do both."

"Any concern, then, that has advertised and brought itself into the first position becomes thereafter a living advertisement. Is that your idea?" I queried.

"That is it exactly; but if they want to keep to the front they must keep advertising," the Colonel returned.

"What is your general plan of advertising, say at the beginning of the year?"

"All advertising matters are submitted to me once a week by the department, and no one is allowed to spend a dollar without my permission and approval. In December the plan is laid out for the year, and we hew as near to the line as we can. But circumstances alter cases. If we find we are selling machines faster than we can make them, we cut down our advertising; but if we find we are selling less than we can make, we are apt to increase it."

"What do you consider the comparative value of the different classes of publications, that is, the magazines and weeklies?"

"From the main office we advertise only in national mediums. From our branches we advertise in the regular local papers, and all of our agents are expected to do their own local advertising. Our experience shows us that the best and highest price mediums are the most valuable. We advertise for everybody; but the better the medium, the better the advertisement. In 1893 we issued a handsome book called 'Out Doors,' containing special articles on outdoor sports by the authorities of the country; for instance, Julian Hawthorne on 'Cycling,' F. A. Kellogg on 'Lawn Tennis,' etc. Nellie Bly wrote us an article on 'What to Wear on the Bicycle,' which was made into an illustrated book and sent out to thousands of women. Our literature to agents, of which we distribute an immense amount for the retail customer, has been very extensive. We have issued hundreds of thousands of copies of a little pamphlet called 'Choice, Care and Repair.' Our little book 'Bicycling for Women,' written by Ida Trafford Bell, was popular. 'Cycling for Ladies,' a small, elegant booklet, we sent all over the country in 1893. This was a symposium of articles

by women writers of prominence. We have spared neither pains nor expense in matter and style of all such publications. We have printed sermons on the bicycle from time to time, giving them a vaster publicity than any preacher could.

"My agitation of the good roads question has been productive of a considerable volume of literature on the subject, including everything from circular letters to editors of newspapers, and a complete catalogue of books and pamphlets on the construction and maintenance of good roads, which was sent to every library in the United States; to such items as copies of acts of legislatures with reference to the road question; a very important paper by Professor Shaler of Harvard University, reprinted from the *Atlantic Monthly*. All such things were circulated liberally and just where they would do the most good. We issued two books of Cycle Infantry Drill Regulations, compiled by standard authorities. We have exploited every possible topic and idea in any way connected with the bicycle, and have done one thing in just as thorough a manner as another. It has never entered into my head to spare any reasonable cost in anything that seemed definitely helpful. We have watched the field of bicycle interests, and as one point after another presented itself, either in favor of or against the wheel, we have taken hold of it and we haven't let go till we got through with it.

"One of the best special writers in the country, Cleveland Moffatt, of *McClure's Magazine*, spent considerable time during two or three months at our factories in Hartford last year, the result of which was a series of detailed articles splendidly illustrated. These were published in *McClure's*, forming a special feature of that magazine during 1896, and have been reprinted and bound in covers for general circulation. Our catalogues from year to year are justly celebrated as works of art, and afford a valuable lesson on the progress of artistic printing. We distributed at one season's race meets fans for the ladies; at another scarf-pins in the form of our shield for men.

"The subject," here remarked the Colonel "is endless. It would take an encyclopedia to print in detail every idea we have exploited, and all we have done to advertise the Columbia.

I have simply given you a general sketch from memory of some of the things I can most easily recall."

RIGHTS OF ADVERTISERS.

The relation between newspapers and advertisers ought to be perfectly simple and business-like. To an advertiser a paper with 40,000 subscribers is generally worth four times as much as one with but 10,000. The advertiser should know what he is buying when he orders an advertisement just as well as a purchaser of any other article. Every facility should be offered him to know the number and character of the subscribers of the paper taking his job. Too many papers keep their list a sealed book; they tell the advertiser that they have so many on the list, but refuse to show it. Driven to a last resort, they affirm that they have a better class of readers. This is a manifest advantage, or may be, to the advertiser. They should then be willing to show where they are and who; their books should be open to legitimate inspection by those who buy the advertising. Nothing less than this is just and fair to all. The advertiser should not be led to feel or believe that he is conferring a favor by taking space in any paper, any more than in buying any other goods. He should get all he pays for. When, on the other side, the advertisers combine, as they did recently in Denver, to boycott the newspapers and club down the price of advertising, they enter a field almost criminal, altogether un-American and worthy of condemnation. They should know just what they are to get and then take it or let it alone. They are not forced to advertise. But they have no more right to dictate the price of what they buy than have the purchasers in their stores.—*Milwaukee Journal*.

ABSURD OF HIM.

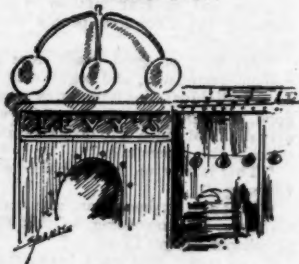
Reporter—Well, I got the great Dr. Slasher to sign that article for next Sunday's edition.

Editor—Good! But what kept you so long?

Reporter—Why, the idiot wanted to read it.—*Judge*.

SPEAKING of illustrating ads, I saw an ad the other day that advertised a brand of coffee. The illustration was an old coffee pot, a tin one; it took up 30 lines single column. The reading took up the remaining 30 lines. The man who illustrated that ad was making money for the publisher, not the advertiser.—*Lewis*.

BUSINESS TERM.



"GILT-EDGED."

NOTES.

In 1867 there were 20 daily papers published in New York City. In 1897 there were 44.

"THERE'S a quarter between you and one of these neckties" is the way a Broadway men's outfitter puts it.

It was a saying of Prof. Eastman, Commercial College fame, that "an advertisement should excite, but not satisfy."

In 1867 there were 662 newspapers and other periodicals published in New York City and State. In 1897 there were 2,046.

THE LOS ANGELES (Cal.) *Times* asserts that in proportion to population more advertising is done in that city than in any other city on this continent.

A NEWARK jeweler offers an initial ring of solid gold to the customer who spends the most money in his store between January 1st and July 1st, 1898.

AN enterprising furniture concern in Chicago is giving away wooden sleds to the children in its locality. The firm has its ad on both sides of the sled.

TWO MEN dressed from head to foot in a "Klondike" outfit are employed to patrol the sidewalk in front of a Broadway (New York) railroad ticket office.

MR. ALBERT FOX, for ten years advertising manager of the New York *Herald*, has resigned. Who will take Mr. Fox's place nobody knows just at present.

A HOBOKEN, N. J., restaurant keeper advertises as follows: "Laugh and grow fat! You will laugh at our low prices, and can't help growing fat if you board with us!"

WANAMAKER & BROWN, clothiers, of Philadelphia, Pa., recently offered to give books to a new library in Upland, Pa., when clothing worth \$2,500 has been sold by the firm in Upland.

THE January number of the *Woman's World* (New York) contains an interesting article on "Journalism as a Vocation," by Chester S. Lord, managing editor of the New York *Sun*.

A THIRD AVENUE baker has the following significant sign outside his store: "Don't loaf in front of these windows. If you want a loaf come in and buy it. You'll get the best for the least money."

A BROOKLYN printer is sending out proposals to supply his patrons with what appear to be valentines in colors for use on the 14th of February. They are really advertising cards for different businesses.

A BLACK-EDGED card in a black-edged envelope is being sent out by a Chicago clothier. The card reads: "You are respectfully invited to the funeral of High Prices which takes place to-day at our store."

A PHILADELPHIA pork dealer has his name conspicuously shown in his windows, the letters being formed by real sausage links. Needless to say the ad is changed frequently if only to conform to the sanitary laws.

A BROOKLYN butcher has hit upon a novel advertising plan. Every Saturday afternoon he roasts a large piece of beef and a hind-quarter of lamb. This is served hot to customers as samples of the meat to be bought.

EVANGELISTS appear to understand the power that lies in sensational head-lines. "Are there Babies in Hell?" and "Does the Devil Dance?" are the titles of two exhortations recently delivered in Troy, New York.

IN Harlem a photographer advertises on his business cards: "Send or bring us three

new customers, and we will present you with six splendid cabinet photographs of yourself, or any member of your family, absolutely free of charge."

IN a Jersey City crockery store is the following unique announcement:

"Russia, England and Germany are going to sacrifice China for their own benefit. We are going to sacrifice China this week for your benefit."

A BROOKLYN cigar manufacturer has two men at work making the fragrant weeds in his store window. Outside he displays a hand-written sign reading:

"Our cigars are out of sight, but they are made in your sight."

ENGLAND has an advertising innovation in the shape of "lady sandwiches," or girls who carry poster ads before and behind them, after the fashion of the sandwich men. They receive fifty cents a day for this work, whereas the men get only thirty cents.

A BOSTON bookseller actually perpetrates a joke. He is a collector of rare and ancient volumes, and keeps large quantities of second-hand books. In his window he has a card bearing this inscription: "Even the (book) 'worm will turn' in here to look over my vast and valuable stock!"

A SCHEME for increasing trade is being worked by a Williamsburg hatter who makes a specialty of \$2.50 hats. Inside the band of each hat he sells is a ticket entitling the purchaser to have his hat brushed and cleaned free of charge, after which the ticket is accepted for 25 cents on the next purchase.

THAT there are poets on Long Island is shown by the following card in the window of a Flushing shoe store:

To fit your feet and please your eye,
Likewise your pocket satisfy,
Are our trade mottoes; dealing here,
You'll save your cash from year to year.

ONE of the Brooklyn big department stores is about to inaugurate a series of public readings in its book section. A first-class reader is to be engaged who will give, every half hour, selections from the newest volumes on the counters. It is hoped that by thus giving "samples" of literature, the book business will be greatly helped.

A NEW YORK millinery house sent out, just before the holidays, what it aptly termed, "a circular note." It consisted of a neatly printed descriptive account of winter hats and bonnets in the store. The paper on which it was printed was circular, folded twice, and the envelope in which it was mailed was the shape of a quarter circle—truly "a circular note."

THE practice of giving "two for one" in the saloons on South street, New York, has been revived in many cases, as the saloon keepers found it a capital advertisement. This district is patronized almost wholly by sailors and 'longshoremen, who like a lot for their money. Accordingly whatever drink they ask and pay for is repeated gratuitously, the proprietor thus giving "two for one."

IN the February number of the *North American Review* General James Harrison Wilson has an article on "American Interests in China." At the end of the article is a note by the general, in small type, which refers the reader anxious for fuller information to the general's book on China, published by the Appletons. Which seems to be a valuable advertisement in a good place.

THE Boston *Herald* says that a man who owns a small country paper in New York State made up his mind that he was entitled

to a vacation, and having fixed on a place to "put in his time," wrote to the president of a railroad for a pass. In recommendation of his paper he said: "My paper has a wide circulation; it goes everywhere; in fact, I have hard work to keep it from going to h—l!" He got the pass.

DURING the recent snowstorm in New York City a shoemaker of Grand street put in his window this jingle:

'Oh, the snow, the beautiful snow!

It gets in your shoes, as you very well know.

If you don't want wet feet and pneumonia too,

Get a pair of our rubbers—they're strong, cheap and new.

THE *Penny Magazine*, of London, commenced its second year (1832) with the then unprecedented circulation of 300,000 copies. "In ten days," says the editor, "one printing machine produces 160,000 copies from two sets of plates. If the printing machine had not been invented, it would have taken a single press, producing a thousand perfect copies each day, one hundred and sixty days to complete the same number."

AMERICA is not the only country in which the fake advertiser exists, judging from the following experience of a London clerk. He says: "A short time ago I replied to the following advertisement in a local paper: '£3 per week. Particulars of a certain way of obtaining this sum sent on receipt of stamped addressed envelope and postal order for one shilling, to—'. Thinking that I had fallen on a good thing, I sent P. O., etc., as per advertisement, and received to-day a sheet of paper on which was printed, 'To be certain of obtaining £3 per week you must get yourself a situation with a salary of £156 per year, and keep the place when you have it.'"

A HOTEL man in Tennessee uses the following "quaint and curious" advertisement: "Twenty-five cents an eat; twenty-five cents a sleep. The Edwards House (P. M. Edwards, proprietor), Coal Creek, Tenn. Directly opposite railroad depot. Not the largest hotel in the berg. Not newly furnished throughout. No free bus to trains. Not the best grub the market affords. But simply clean beds and something good to eat. Toothpicks and iced water thrown in. Try us! Pay up! and if not satisfied keep mum. Our city is composed of hogs, diggers, merchants and lawyers, named in the order of their importance. Good cross-tie walks on all the principal thoroughfares."

THE amount of space some advertisers demand in exchange is so great in proportion to the value of the wares they offer that it is a wonder that any publisher can be found to accept their exchange propositions. For instance, C. C. Haakell & Son, Norwich, Conn., ask 1½ inches, four times, for a perpetual calendar that retails for 25 cents. The National Registry Bureau, 7 Exchange Place, Boston, asks New England papers to insert a six-inch reading notice one or more times in exchange for an identification blank, key tag and \$300 accident policy. George Cook, a lawyer in the World Building, New York, wants two inches every week in exchange for a weekly letter. These are merely late specimens of the exchange offers constantly turning up in the mail of the newspaper publisher.—*Newspaperdom*.

THE ad of a lamp store is not always light reading.

THE hand that writes the ad is the hand that rules the trade.

IN PARIS.

"On every corner in Paris," said Mr. Aronson, "you will find a circular affair called 'kiosques' which are divided into spaces for the display of theatrical advertisements, and let me tell you that they answer every purpose. The different theaters pay only a small sum each week for the privilege of announcing their attractions, and every one is treated alike. No matter how much money a manager is willing to spend, he can procure just so much advertising space, and no more than any one else can get. 'The kiosques and newspapers,' said Mr. Aronson, "are the only advertising methods employed by the Parisian theaters, and they suffice."—*N. Y. Telegraph*.

BOOKS ON ADVERTISING.

Books on advertising will continue to be written, and continue to be read with profit. But, after all, you can not learn advertising from books. Unless you apply the rules you find there with discrimination and judgment, or in some cases fail to apply them at all, such books will be a hindrance, rather than a help. For advertising is not a matter of rules; it is rather a matter of common sense, of adaptation of means to ends and ends to means. A man with native good sense who has never read a book on advertising is apt to be far more successful than one who lacks this quality, but has absorbed all the advertising literature ever issued.

NEWSPAPERS AND CIRCULARS.

Everybody reads newspapers; everybody does not read circulars, no matter how well prepared or attractive they may be. Every thousand circulars mailed with a one-cent stamp costs \$10. There is no newspaper in the world that would, or could, charge, even for a full-column ad, \$10 per thousand of its circulation.

ADVERTISING TERM.



"DISPLAY TYPE."

TO BE REMEMBERED.

Life from beginning to end is a readaptation. What is good to-day is bad to-morrow. The same applies to advertising matters and methods. Conditions change and methods must change with them. The means and media by which success could be obtained fifty years ago are to-day obsolete and worthless. The advertiser who is not capable of growing and expanding, of noting and pressing into his service the new elements and forces that arise, will never secure the highest measure of success.

MODESTY IN ADVERTISING.

Modesty is out of place in an advertiser. His business is to recommend his goods and to put his advertisement of them in the most alluring and convincing form that occurs to him. If he habitually exaggerates, his customers will find him out in time, and will cease to be attracted by his advertisements; but habitual under-statement is not required of him.—*New York Sun.*

THE CENSUS.

Intelligent general advertising is founded on the figures of the census. The old proverb says a man at forty is either a fool or a physician. An advertising man of experience becomes in the same way familiar with the geography and population of the country—or he remains a fool.

IT IS BETTER.

A regular advertisement of sufficient size in a reliable paper is better than half a dozen smaller advertisements in weaker papers.

ONE REQUISITE.

An accurate knowledge of the various sections of the country is one of the requisites of successful advertising.

PERSISTENT EFFORT.

Persistent effort reaps the golden harvest. He who battles longest and strongest gathers most into his garner.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

OHIO.

THE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 5c. inch. Address NEWS, Youngstown, O.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

WASHINGTON.

THE "P.L."

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater circulation than any other W.Va. English daily.

CANADA.

THE CANADIAN MESSENGER, Montreal, has the largest circulation of any Catholic publication in Canada—33,900 copies monthly. Apply for rates to the sole lessees of advertising space, **THE E. DESBARATS AD AGENCY**, Montreal, or any other reliable Agency.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

THE EVENING CALL

LAFAYETTE, INDIANA.
Is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

Good Ads

Like good eggs may be spoiled in the **SETTING**. If you want your ads, circulars, booklets, etc., set or printed in a style to command attention and respect, just mail copy to **WM. JOHNSTON**, Mgr. Printers' Ink Press, 10 Spruce Street, New York.

Bridgeport, Conn.,

Has a population exceeding 65,000, and is one of the most progressive manufacturing cities in New England. To reach these people you must use

The Morning Union

THE MORNING UNION is an eight-page one-cent paper, and while selling for one cent, has a gilt edge constituency and is in no sense of the word a cheap newspaper.

THE MORNING UNION prints the telegraphic news of The New York Sun served by direct wire in its editorial rooms.

THE MORNING UNION is Bridgeport's home newspaper. It is delivered by its own carriers.

New York Representative,

HOWARD L. KELLY,
128 Tribune Building.

Quantity

ONE IN TEN.

Quality

"ONE OF A THOUSAND."

We have a booklet that goes fully into detail of information about the quantity and quality of the circulation of

The Sunday School Times

We shall be pleased to send it to any inquiring advertisers. The gist of it is that the SUNDAY SCHOOL TIMES reaches a greater number of the active workers, not the scholars, in the different denominational Sunday schools than any other one publication.

* * *

We don't want to take your time or ours to talk about your advertising if there isn't profit in it for both of us. There is profit in it for you if you have anything to sell which well-to-do householders need or should buy. We protect advertisers by saving expense in handling these papers:

THE LUTHERAN OBSERVER,
THE CHRISTIAN STANDARD,
THE PRESBYTERIAN JOURNAL,
THE REF. CHURCH MESSENGER,
THE CHRISTIAN INSTRUCTOR,
THE EPISCOPAL RECORDER,
THE CHRISTIAN RECORDER.

So that to cover our field there is no other way so easy, cheap and effective as to advertise in these favorite religious home journals.

We know advertising has paid some of our customers. Perhaps it can be made to pay you. Write to us.

The Religious Press Association,
104 South Twelfth St., Philadelphia, Pa.

600 Miles Wide 2,000 Miles Long

The gold belt of the Yukon is estimated as above.

100,000 men can not prospect the Yukon country in ten years.

SEATTLE

is the gateway to this enormous territory and its enormous wealth will be poured into this city.

SEATTLE

to-day is in identically the same situation of San Francisco in 1849. It is the great supply depot for Alaska and the Yukon.

SEATTLE

is an inviting field for advertisers. To reach the buyers in this city and the State of Washington, you must use

THE SEATTLE Post-Intelligencer

GEORGE U. PIPER,
Business Manager.

S. P. WESTON,
In charge of advertising.

A. FRANK RICHARDSON,
New York and Chicago,
Special Eastern Representative.

RELIABLE INFORMATION

*may be found in
the columns of*

The Argus

*the people's paper, pub-
lished at Albany, N. Y.*

*Circulation increasing
every day.*

*Advertisers are proud
to see their advertisements
in its columns.*

JAMES C. FARRELL,
MANAGER.

Texas is the greatest State in the Union.
There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.
The STANDARD has the largest circula-
tion of any religious paper published in
the Southern States.

The following affidavit proves that
fact:

WACO, TEXAS, February 3, 1897.

TO WHOM IT MAY CONCERN:

This certifies that the smallest number of
complete copies of the TEXAS BAPTIST STAND-
ARD printed during any week of 1896 was
21,500.

J. B. CRANFILL, Proprietor.
(Seal.) T. M. HAMILTON, Pressman.
ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J.
B. Cranfill, T. M. Hamilton and St. Clair
Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.
Write to the Texas Baptist Stand-
ard, Waco, Texas, for sample copy
and rate card.

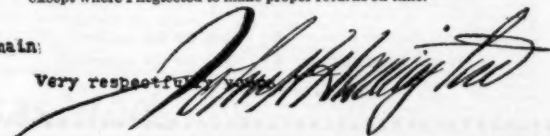
THE LOWELL SUN,

Lowell's Greatest Newspaper.

JOHN H. HARRINGTON, Proprietor. LOWELL, MASS., Jan. 22, 1898.
I try to comply with all the conditions imposed by the Directory
publishers, and I have never received an improper rating therein,
except where I neglected to make proper returns on time.

I remain:

Very respectfully yours,



THE PATRIOT, HARRISBURG, PENNA.

The Paid Circulation of

THE PATRIOT outside of
Harrisburg is THREE TIMES
GREATER than that of any
other newspaper printed
in Harrisburg.

The Paid Circulation of

THE PATRIOT in Harris-
burg is GREATER than that
of any other newspaper
printed in Harrisburg.

Information regarding
advertising supplied by

H. D. LA COSTE, 38 Park Row, New York.

Don't Hesitate

If you are doing general advertising don't hesitate to write for particulars of the five monthly papers of Lane's List that have the marvelous circulation of over Seven Hundred Thousand copies going to as many homes. It is the people in the homes who buy. Only too glad to furnish you estimates and information.

\$3 a line a month, 5 per cent off for cash.

LANE'S LIST, INC.,
AUGUSTA, MAINE.

Eight pages—Daily and Sunday
—English and Yiddish—1 cent.

UNIQUE
BRIGHT
ENTERPRISING

THE JEWISH DAILY NEWS טאגעבלאט

Printers' Ink says:

"The Jewish Daily News with a circulation of 17,000 is an afternoon sheet, at 185 East B'way, New York. It is the outgrowth of the Jewish Gazette, a weekly established in 1874.

"The subscription lists of more than twenty defunct competitors are kept alive for the Jewish Gazette by seven trained traveling agents. Circulation nearly 25,000.

"The parents read the news columns in the YIDDISH pages of the paper, while the children look to the English part for Jewish news and special features they can not find elsewhere. These papers are thus read by both generations.

"Yiddish is more spoken in N. Y. than any other foreign language but German."

Specimen Copies Sent Free.

The Troy Record

TROY, N. Y.

"All the News
Worth Reading."



Best for the reader.
Best for the advertiser.

Always First.



A Money-Making Era

Joliet's
population
34,500.

NEWS, daily and
weekly circulation 7,297

Here's the people and wealth. All our mills and railroads running full time. Thrifty farmers. Have you anything to sell? Consult

THE NEWS CO.

New England's Family Paper.

THE
Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1897, was
23,443¹⁰/₅₂
2. One-half of this circulation is in Maine; nine-tenths of it is in New England.
3. Probably no paper in the country has so many readers per paper. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
4. Each issue of the TRANSCRIPT has 13 pages. The average of advertising does not exceed 10 columns. This means good position for "run of paper" ads.
5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.

Portland,

Maine.

An Opportunity!

If there are any of the readers of Printers' Ink who would like to reach an exclusive class consisting of wealthy stockmen and prosperous farmers, they can reach them directly through

**Texas Stock
 AND
 Farm Journal**

**CIRCULATION,
 14,000 GUARANTEED.**

Rates, 10c. per Agate line, with liberal discounts on time and space contracts.

**OFFICES:
 DALLAS. FORT WORTH.
 SAN ANTONIO.**

To Business Men

I WRITE DESIGN PRINT.

I want to hear from business men in all branches of trade regarding the writing, designing and printing of their advertisements, circulars, cards, booklets, catalogues, or any literature they send out to increase their business. I have for years been engaged in writing and printing advertising matter of every description. My work has been so original artistic and brought such returns to my customers that they have grown in number without any effort on my part save an occasional ad in PRINTERS' INK. Orders from all over the United States and England come in as a result of the satisfaction I have given and the reputation my work has secured. I am now so situated as to be able to handle unlimited quantities of this work. I could handle all the advertising in the magazines to-day and I would guarantee my work to equal the best ads now in them, and to improve one hundred per cent all the others, so well acquainted I with the many varieties of businesses and so well adapted are my facilities to handle large orders.

My advertisements in PRINTERS' INK are specimens of what I can do in the writing line. These ads have brought me all of the business I to-day have. I can say of them that they have been so well written and convincing, worded so as to build up a business which, when I took hold, had only two or three customers. PRINTERS' INK is a specimen of my plain printing for business men. It is the best typographical-appearing paper published, even though I say it. I can do art printing when wanted. I have just completed the handsomest catalogue ever gotten out in the clothing business. It is for a big Rochester firm rated at over a million and a half dollars. They are well pleased with it. It is the talk of the clothing business to-day, and has received more direct praise than any job ever gotten out in this country before. I have already received an order for another book from them on the same line. I want business men who think I can be of service to them to write me upon their own stationery the details of their business and what they have done and are doing in the advertising line, together with samples of their newspaper advertisements and any other advertising matter they have used. I write business-bringing advertisements for the largest outfitter in London, England, for the biggest whisky bottler in the United States, for the largest cracker and cough drop manufacturer in New England. These three only show the three distinct classes who find my work profitable to use. The reason I know my ads bring business is that every person I have ever written for has continued to be my customer, and many of them have written to me that my ads are the best business bringers they have ever used. I am constantly getting out advertisements, circulars, booklets and catalogues, of which I have entire charge, from the writing to delivery. My old customers place absolute confidence in me. I attend to the whole business. No job is too small for me. I write a one-inch advertisement as readily as a magazine page, or a one-page circular as readily as I do a \$1,000 catalogue. I give everything that comes in my personal attention.

My charges are moderate. Tell me just what you desire and I'll think the matter over and tell you what I think you should have and what the cost will most likely be.

Send me a series of your previous advertisements or circulars, and I will guarantee to prepare a better one from them, or ask no pay. Is that not fair? Address **WILLIAM JOHNSTON**, Manager Printers' Ink Press, No. 10 Spruce St., New York.

Send your name and address for a **FREE** sample copy of my "Special Postal Card for Business Men."

A KICKER QUIETED.

A NEWSPAPER MAN'S CRITICISM OF THE AMERICAN NEWSPAPER DIRECTORY.

"THE REGISTER-GAZETTE."
 "THE REGISTER" } Consolidated } "THE GAZETTE"
 Established 1840. } February 1, 1891. } Established 1866.
 A consolidation of the two oldest and strongest papers in Northern Illinois.
 Special leased wire from Chicago, with private office connections and operator.
 Mergenthaler Typesetting Machines. Fast Web Perfecting Press.
 Population of Rockford, by vote polled November election, 1896, over 35,000.
 Second Greatest Furniture Manufacturing City in the World.
 ROCKFORD, Ill., January 21, 1898.

Geo. P. Rowell & Co., 10 Spruce St., New York:

GENTLEMEN—We acknowledge receipt of the December edition of the American Newspaper Directory, and in accordance with your request, will give expression to an objection which we have always felt warranted in offering regarding your method of rating. We have never believed in the use of blind ratings that compelled the investigator to refer to an accompanying key, before the information could be obtained. We never could understand the advantage of this, and believe if a paper has 2,000 circulation, it should not be rated "1", but should be given whatever it is justly entitled to. Again, you give no rating on papers between 4,000 and 7,500. This certainly is unjust to papers of five or six thousand, and casual referrers to your book are not as apt to remember the rating of a paper given in characters as in actual figures. We can think of no good reason why actual ratings should not be given in the American Newspaper Directory as in other directories, and we certainly think your adherence to this old-fashioned idea has made you a good many enemies among newspaper publishers, who, rated according to your method, think it an injustice done them. If the paper has a circulation of 7,400 you rate them as 4,000, and certainly that is not right. We have no interest whatever in the matter personally, and present this criticism at your suggestion. Yours very truly,

THE REGISTER-GAZETTE CO.
 EDGAR E. BARTLETT, Business Manager.

THE DIRECTORY MAN DEFENDS HIS POSITION.

NEW YORK, January 24, 1898.

Publisher of Register-Gazette, Rockford, Ill.:

DEAR SIR—Your letter of January 21st, making suggestions concerning the American Newspaper Directory is at hand, and we think you will understand that it seems to us a curious letter when we tell you that we agree with you in every word you say concerning what the Directory should be, and then tell you that for ten years at least the Directory has done exactly what you say it ought to do. We really wish you would look into the matter and let us hear from you again, because the facts being as above stated, we can not for the life of us see why you should write us as you did.

Hoping to be favored further, we are, your obedient servants,

Geo. P. Rowell & Co.

Publishers of the American Newspaper Directory.

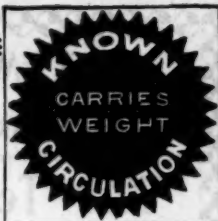
—and the newspa= per man is silent!

PRINTERS' INK.

69

**GOOD,
HONEST,
FAMILY
PAPER**

**CLEAN NEWSY
BRIGHT
ENTERTAINING**



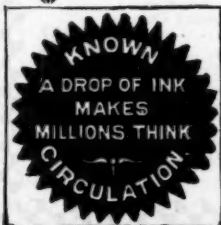
THE ELMIRA TELEGRAM

**has the Largest Circulation
of any Sunday paper in New
York State outside of the
Borough of Manhattan.**



A. FRANK RICHARDSON

**TEMPLE COURT, - - - NEW YORK
CHAMBER OF COMMERCE, - CHICAGO
RED LION COURT, FLEET ST., LONDON**



**PROFUSELY
ILLUSTRATED
AND
UP TO DATE IN
ALL RESPECTS**



**THE
KIND
THAT
ADVERTISERS
ENJOY
ALL THE
TIME**

DECEMBER

WAS A

RECORD BREAKING MONTH

WITH BOTH THE

EVENING and SUNDAY Telegram

On sales and advertising both went far ahead of all previous records.

During the month there were sold of
EVENING TELEGRAMS 1,071,278

An average daily sale of 41,203.

Of **SUNDAY TELEGRAMS 160,480**
there were sold

An average per Sunday of 42,620.



ON ADVERTISING.

The gain has been even more remarkable, as the following record shows:

Evening Telegram, inches of paid advertising.....	25,998
Evening Competitors, inches in all kinds of advertising.....	23,239
Morning Competitors, inches in all kinds of advertising.....	19,181
Excess in inches in Evening Telegram over Evening Competitors.....	2,759
Excess in inches in Evening Telegram over Morning Competitors.....	6,817
Sunday Telegram, inches of paid advertising.....	6,310
Sunday Competitors, inches all kinds of advertising.....	1,874
Excess in inches of advertising in Sunday Telegram over Sunday Competitors.....	4,436
Excess in inches of advertising in Evening and Sunday Telegram over Evening and Sunday Competitors combined.....	7,195
Excess in inches of advertising in Evening and Sunday Telegram over Morning and Sunday Competitors.....	11,253

LAST EIGHT MONTHS' RECORD.

Inches of paid advertising in Evening and Sunday Telegram	203,464
Total inches, all kinds advertising in Morning and Sunday Competitors.....	172,229
Excess in inches of advertising in Evening and Sunday Telegram over Morning and Sunday Competitors.....	31,235
Total inches, all kinds of advertising in Evening and Sunday Competitors combined.....	191,927
Excess in inches of advertising in Evening and Sunday Telegram over Evening and Sunday Competitors combined.....	11,537
Inches paid advertising Sunday Telegram.....	46,765
Total inches, all kinds of advertising in Sunday Competitors	16,217
Excess in inches of advertising in Sunday Telegram over Sunday Competitors.....	30,548

ADDRESS

PROVIDENCE TELEGRAM PUB. CO.,
PROVIDENCE, R. I.



A business man with New York office, ample capital and excellent trade connections, wishes to represent manufacturer of popular novelty, or remedy, or useful article suitable for women, children or homes, on liberal percentage basis. Address, with full particulars, M, 241 West Broadway, New York.



25,000,000

CIRCULATION

AND

GUARANTEED AT THAT.

That's the circulation of
the "SPECIAL" edition of the

FIRESIDE COMPANION

We PLASTER the entire
country with these

If you wish to reach every family in the United States, who can read and write, and at a very much lower rate than any other medium, and do it at once, advertise in this publication.

We sell space, agate line, by the million circulation. You pay only for what you get.

For Advertising Rates, etc., address

GEO. MUNRO'S SONS, 17 to 27 Vandewater St.,
NEW YORK.

He is a Wise Man

WHO

DOES

THE

RIGHT

THING

AT

THE

RIGHT

TIME.

Secure daily entrance into the *home circle*; make yourself known to it. You have something to sell; tell them of it and create a demand for your wares. This end can best be accomplished through the advertising columns of

THE DETROIT FREE PRESS,

a welcome daily visitor in the *homes* of many thousands of Detroit's and Michigan's best citizens. The oldest, largest and most influential paper in the State. Its popularity and efficacy are attested by its steady growth and the rapid increase of its advertising patronage.

NOW! Good crops, good prices and steady employment have put money into the pockets of the producers, which will find its way out through the channels of trade. Enterprising advertisers will secure the most of it. Are you reaching out for your share? Write now for sample copies, rates, etc.

**THE DETROIT FREE PRESS,
DETROIT, MICH.**

Eastern Office: R. A. CRAIG, 41 Times Bldg., New York.

Western Office: J. E. VAN DOREN SPECIAL AGENCY,
1320 Masonic Temple, Chicago.

"Sports' Bible."

Established 1866.

The Illustrated POLICE NEWS, BOSTON, MASS.

Advertisers!

If you wish to reach Sportsmen, Policemen, Detectives, Firemen, Barbers or their friends, use the advertising columns of the News.

The brightest and most up-to-date sporting paper in the country; devoted to boxing, wrestling, sprinting and horse-racing, police and detective records.

ITS READERS ARE BUYERS.

ADVERTISING RATES.

Display	25cts. per line.
Reading Notices	50cts. "
Discount for { 13 consecutive times	10 per cent.
{ 26 " "	15 "
{ 52 " "	25 "

Advertise now. It pays your competitors—why not you?

Address all communications

POLICE NEWS,
4 Alden Street, Boston, Mass.

In Kansas No Daily, Weekly or Semi-Weekly paper is credited with so large a circulation as that accorded THE TOPEKA SEMI-WEEKLY CAPITAL by the American Newspaper Directory.

In All America But five other Semi-Weeklies have credit for so large a circulation as is accorded by the American Newspaper Directory to

The Semi-Weekly Capital

THE WEEKLY NEWSPAPER is too slow for the progressive, up-to-date farmer, the kind of a farmer who has use for what you have to sell and money to buy it. If he is not situated so that he can conveniently take a Daily, he wants the next best thing, a Semi-Weekly paper with all the news of the world while it is fresh and interesting.

In Kansas THE SEMI-WEEKLY CAPITAL fills the popular want to perfection. It is the leading farm and family newspaper. It reaches over 1,200 post-offices and circulates in every county in the State. This is the year to reach the farmers of Kansas, and THE SEMI-WEEKLY CAPITAL is read by more of them than any paper published.

AVERAGE CIRCULATION . . . 15,877
for First Six Months of 1897,

The S. C. Beckwith Special Agency,

"THE ROOKERY," CHICAGO.

TRIBUNE BUILDING, NEW YORK.

THE Record-Union



DAILY UNION, ESTABLISHED 1851
DAILY RECORD, ESTABLISHED 1867
CONSOLIDATED, FEBRUARY 22d, 1875

Sacramento Publishing Co.

**Clean.
Vigorous.**

**The Family
Paper.**

The only seven-day paper in Northern and Central California, outside of San Francisco.

The only morning paper published at the Capital of the State, it covers a field entirely its own—The Great Sacramento Valley.

The Family Newspaper of the Pacific Coast.

THE S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising.

EASTERN AGENCY,
Tribune Building, New York.

WESTERN BUSINESS OFFICE,
"The Rookery," Chicago.

JAS. H. FERRISS, Pres.
H. B. BALDWIN, Sec'y-Treas.
F. H. HALL, Business Manager.

Incorporated.

The News Company

Joliet, Ill

January 27, 1898

I am quite well satisfied even now that my foreign advertising has been given a decided lift by the two months advertising we have already done in *Printers Ink*. ☉

Yours Sincerely,

The News Company

H. B. Baldwin

Thirtieth Year.

THE NEXT EDITION
OF THE
American
Newspaper
Directory

Will be Delivered to Subscribers
on

Tuesday, March 1, 1898.

Subscription Price:

Five Dollars for each issue,

\$20 a year.

Address orders to

GEO. P. ROWELL & Co., Publishers,

No. 10 Spruce St., New York.

THE LAST DAY!

Plan of Publication of the March Edition of the American Newspaper Directory for 1898.

DECEMBER 15. Submitted proofs for correction to all papers credited with regular issues of a thousand copies or more.

JANUARY 15. Revision commenced, beginning with Part I., Catalogue by States. Corrections can not be promised after January 15.

JANUARY 31. **Revision Complete.**

The forms go to press on the dates named below, and are closed three days earlier:

- FEBRUARY
1. To and including California.
 2. To and including Idaho.
 3. To and including Illinois.
 4. To and including Iowa.
 5. To and including Kentucky.
 7. To and including Massachusetts.
 8. To and including Minnesota.
 9. To and including Nebraska.
 10. To and including New York State.
 11. To and including Ohio.
 14. To and including Pennsylvania.
 15. To and including Tennessee.
 16. To and including Washington.
 17. To and including Ontario.
 18. Part II. (over 1,000 circulation). To and including Indiana.
 19. Part II. To and including Ohio.
 21. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.
- FEBRUARY 23. Part IV. (concluded), Medicine and Surgery, Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.

FEBRUARY 24. All sheets delivered at the bindery.

MARCH 1. A copy of the Directory shipped to each subscriber.

Advertisements in position will be taken until three days before the form for the particular portion is put to press. Advertisements to go in the back of the book can be taken as late as February 19.

Address communications to

EDITOR AMERICAN NEWSPAPER DIRECTORY,

NO. 10 SPRUCE STREET, NEW YORK

There Are 29 Publications in
Wichita entered in the Post-office
as Second-Class Matter.***
Whole Amount of Postage Paid
From June 30, 1896, to
June 30, 1897,
\$1,731.70—

See Third Assistant Postmaster-
General's Report.

...The
**Wichita
Eagle**

Holds Receipts for \$1,432.76
of This Amount.
The Other 27 Publications
Pay the Balance—\$298.94.*

~~~~~  
Our Express Bundles and Train News Agents  
Are Extra. Our City Circulation is Larger Than  
the Circulation of All the Dailies Circulated in  
the City Combined, Wherever Printed.

Our Field—Southern Kansas and Oklahoma.  
We have no Competitors.

~~~~~  
The S. C. Beckwith Special Agency,

"The Rookery,"

Chicago.

Tribune Building,

New York.

"Two heads are better than one"



Gibbs

known to a good many good
advertisers as an originator
of attractive advertising ideas,
is now associated with

Williams



a successful lithographer and
printer, who had more business
than he could take care of alone

*They design all sorts of illustrations, plain or colored,
small or large, from a business card to a poster*

*They lithograph and print Show-cards, Posters,
Hangers, Street-car Signs, Booklets, Catalogues, and
work of that nature*

They try to be original in everything
they do, so as to make the work they
turn out effective and profitable to
their customers

Here's the name The Gibbs & Williams Co

Here's the address 183 William St N Y

Here's the 'phone 3870 Cortlandt

Do you need anything?

Helping the Neighbors.

DECATUR, Ill., Jan. 15, 1898.

Publishers of American Newspaper Directory, 10 Spruce st., New York, N. Y.

GENTLEMEN—The manager of the *Review* can testify from an experience of fifteen years that it is always easy to get a correct rating in the American Newspaper Directory. In all that time he never patronised the Directory five dollars' worth, and has never had to complain of an incorrect rating.

If we understand the plan under which the Directory is now being edited, you accord letter ratings according to your best information when detailed statements are not made. We do not know by what failure on their part you have rated the *Herald-Despatch* and the *Republican* of this city in the "J K L" class. We think you would hardly suspect us of wanting to give them a rating higher than they are entitled to, and therefore we trust, when we say that to our knowledge the *Herald-Despatch* is entitled to a rating of daily H and weekly H, and the *Republican* is entitled to a rating of daily I and weekly I, you will deem this evidence of sufficient weight to warrant you in making the change in your next Directory.

Our reason for asking this is that we do frequently refer advertisers to the circulation ratings of the American Newspaper Directory, and we find the strength of our comparative condition lessened by the fact that those who are at all familiar with the situation know very well that the *Republican* has a circulation exceeding 1,000, and the *Herald-Despatch* has a circulation exceeding 2,250. When, therefore, they see these two papers put in the J K L class they know that in two cases at least there have been incorrect ratings, and we fear it tends to lessen their faith in the value of the rating accorded the *Review*. As far as we are concerned, therefore, we would prefer to see both these papers where they belong. Yours very truly,

Review Publishing Co.,

W. Drennan
Manager.

It is the practice of the editor of the American Newspaper Directory to pay a great deal of attention to what is said about the circulation of his competitors by a newspaper man who makes a definite and satisfactory report of his own issues. In pursuance of that principle the editor of the Directory will rate the Decatur *Herald-Despatch* H in the future editions, and the *Republican* I, in accordance with the information so kindly and generously conveyed by their neighbor, Mr. Drennan. Inasmuch as the *Review* still gets credit for issuing about as many copies as the *Republican* and *Herald-Despatch* combined, its publishers can afford to be generous.

TELLING SECRETS

Mr. A. W. Peterson, advertising manager of The Indianapolis News, in a conversation about Newspaper Directories and advertising publications, recently said: "I believe the American Newspaper Directory has gone further in bringing out the truth about newspaper circulation than any other publication. We think very highly of the American Newspaper Directory. I notice that Mr. Rowell's friends are the honest, strong newspapers of the country, and it is their indorsement that is worth most and counts most in showing that he is doing his work honestly and thoroughly. PRINTERS' INK is undoubtedly the leader among publications devoted to advertising. It is the first of its kind. I have read it from the beginning. I said from the beginning that it was telling just what I have learned in ten years' experience as a printer, pressman publisher, reporter and advertising manager—telling just what people are anxious to know—secrets. That is what made it a success from the beginning. Everybody wants to know how to prepare advertising, how to make paying contracts, and PRINTERS' INK has devoted its entire career to telling these things. Everybody seeks favorable publicity for their work or their wares, and that is why I believe that everybody is interested in PRINTERS' INK."

Charles Austin Bates

The great New York Advertising Expert, had a representative in Wichita a short time ago in the person of Mr. F. E. Powers. Mr. Powers is an artist in his line, as are all the employees of Charles Austin Bates. They understand their business. They know how to judge the representations of newspaper publishers as to circulation.

While in Wichita Mr. Powers was a caller at the office of

The Wichita Daily Beacon

And by request made a careful examination of the circulation records of this paper. When completed here is what he said:

"I visit a great many newspaper offices in the course of a year, Mr. Hagny, but it is of rare occurrence that proofs of circulation, such as you have laid before me, are produced. It is the only true system. It is bound to win."



There are no Secrets

About the circulation records of the Beacon. They are open to the world. Those of no other Wichita paper are.

H. J. HAGNY,

Editor and Manager.

The Prodigal's Return

Office of
THE SILVER KNIGHT-WATCHMAN.

WASHINGTON, D. C., Feb. 2, 1898.

Printers Ink Jonson, 8 Spruce St., New York City:

DEAR SIR:—

Please forward by freight, as early as possible, to Alexandria, Va., 500 lbs. of news ink the same as our last two orders. We attempted an experiment, buying our ink from a Cincinnati house, and we failed to get an ink equal to that which you sent per our last orders, although we paid a larger figure and was guaranteed something excellent. *We were disappointed, and return to you, believing that you supply a superior quality of ink at the figures quoted by you.*

Hoping that this order will prove as satisfactory to us as the others have, we remain,

Yours very truly,

SILVER KNIGHT PUB. CO.

When I started selling news ink at 4 cents a lb. in 50-lb. barrels I very soon built up an enormous business, and my competitors became jealous of me. They accused me of ruining the ink business, and claimed I could not afford to give good material at my price. These remarks only helped to gain trade for me, and the only other course to pursue was to meet my prices and offer credit as an inducement. Of course my news ink trade suffered somewhat, as my terms are strictly cash in advance, but my customers are gradually returning to me, as they find my ink superior to any other. *I was the man who revolutionized the ink trade.* Send for my new colored price list.

Address

PRINTERS INK JONSON,

8 Spruce St.

New York.

You can't Make Money

Where there isn't any.



There's Money In **OHIO** Go For It.

Elegant, rich, fertile State.
The following daily and weekly papers, com-
posing the "Ohio Select List," will put your
ads into over

200,000 Homes.

For terms address each paper :: :: :: :: ::

Akron,
Beacon-Journal.

Ashtabula,
Beacon.

Bellefontaine,
Index.

Bucyrus,
Telegraph.

Cambridge,
Jeffersonian.

Defiance,
Republican-Express.

East Liverpool,
Crisis.

Findlay,
Republican.

Gallipolis,
Journal.

Hamilton,
News.

Ironton,
Irontonian.

Kenton,
News.

Lancaster,
Eagle.

Lima,
Times-Democrat.

Mansfield,
News.

Marietta,
Register.

Marion,
Star.

Massillon,
Independent.

Mt. Vernon,
News.

Newark,
Tribune.

Norwalk,
Reflector.

Piqua,
Call.

Portsmouth,
Times.

Salem,
News.

Sandusky,
Register.

Sidney,
Democrat-News.

Springfield,
Republic-Times.

Warren,
Chronicle.

Wooster,
Republican.

Xenia,
Gazette and
Torchlight.

Youngstown,
Vindicator.

Zanesville,
Courier.

The True Story of the Origin of Ripans Tabules.

She—Doctor, do you ever read advertisements?

He—Yes, and they often interest me. There is more thought devoted to an advertising page in one of our magazines than to the same space in the literary portion. Many advertisements are both entertaining and instructive.

She—There is a certain series of advertisements that I have often noticed because the article advertised has an incomprehensible name. It is evidently a medicinal tablet. Seems to be intended to cure pretty much all ills that flesh



is heir to. It may be a good thing enough, but I should think the name would kill it.

He—I think I know to what you refer.

She—What?

He—Ripans Tabules.

She—You are right. How did you happen to guess?

He—It so happens that I know a good deal about the Ripans Tabules, and consequently have taken an interest in watching the advertising which has appeared in the public prints for the last half a dozen years.

She—Please tell me about it.

He—About the year 1890 I was, as I am still, the head physician of—— Hospital in New York City, and a young doctor serving under me, who was something of a favorite of mine, talked with me from time to time about advertised, or so-called patent, medicines. Now, an advertised medicine, like ready-made clothing, is just as good perhaps when it fits, and costs a great deal less than such as is prescribed by a physician for a special case or made by a tailor from individual measurements. There are certain prescriptions which every doctor writes pretty often, and the young doctor had noticed that, at the hospital, there was one prescription that everybody was pretty sure to get sooner or later, whether he had a skin disease, a broken leg or a sore throat. He had noticed, too, that the patients were universally benefited by it to a greater or less degree. One day he said to me, why would not our R. & S. Compo. (that is what we called it) make a good patent medicine? I had not thought of it in that way before, but it really had all the qualities required, and I said so. Not very long after that he told me that a company had been formed to make and sell that particular prescription under the name of Ripans Tabules. The sale is now pretty large all over the country, not only in places where people do not find it convenient to call a physician for every little ill or indisposition, but also in the great cities, because, probably, of its effectiveness, its cheapness and the fact that it can be had at any drug store at a moment's notice.

She—But you surprise me by saying that in a great hospital, presided over by the most eminent and skillful physicians, one single remedy or formula should be so commonly administered in such a multitude of cases differing so widely.

He—It comes about in this way: When a man is ill, the trouble is certain to be either caused or complicated by a disturbed condition of his stomach or intestines. The machinery which transforms food into muscle, blood, energy, cheerfulness and strength is out of order and needs attention, and this prescription about which we have been talking has very often been found just what was required. Even when other remedies were needed to help along, this particular one was, after all, generally found to be more useful than any of the others, and so it came about that whatever else a patient got he was moderately certain to get that.

She—But why give the medicine such a meaningless name? Ripans Tabules are simply two arbitrary words not to be found in a dictionary, and they carry no impression to the mind.

He—I talked with my young friend about that and he gave me a good enough reason. You see this particular prescription is simply a perfected form of one that is the principal stock in trade of all the doctors. Any druggist can make up something very like it if he once has a month's training at —— Hospital. But the company that is introducing the remedy to the world spends money to make it known. I am told they have already paid out more than a million for the purpose of publicity, and expect to go on spending money indefinitely. They are obliged for their own protection to have a trade-mark or patented name, and the more odd or unlike other names the less likely it will be to have imitators to compete with, and is supposed when once the public becomes familiarized with it, the mere oddity of the name will add to rather than take from its effectiveness.

She—But this particular name seems to be one peculiarly destitute of any meaning.

He—That generally appears to be the case with all names until we learn to

associate the thing itself with the name. On the whole, perhaps, the word Ripans is good and reasonable enough. It is made up of the initial letters of the different medicines which enter into the prescription—Rhubarb, Ipecac, Peppermint, Aloine, Nux and Soda. I, or any other doctor, can write a prescription and the druggists can put it up; but neither I nor the druggist can call the product Ripans Tabules, because those words are protected by trade-mark, copyright and patent. I could write the EXACT prescription, any physician could hit it off pretty closely, but it is probable that the Ripans Chemical Company, making the tablets by the hundredweight or ton, can be more thorough and exact, and at the same time do the work more economically. Having so much capital invested, the natural care for their own reputation and protection will make them particular to turn out the purest and best combination that is possible to make.

She—If Ripans is a word so easily explained, perhaps Tabules is equally so. But surely the reason for that word is something different.

He—You know what it means, I suppose?

She—Why, it must mean a TABLET. It seems to me that all medicines pretty much are now put up in tablet form.

He—Yes; but the medical tablet is a comparatively new thing, and I am told that this was the very first proprietary or patent medicine to adopt the tablet form. Tabule means tablet, but the Ripans Chemical Company coined and patented the word "tabule," and no other medicine can be sold under that designation. It may be no better than tablet, but it is different. There are thousands of different tablets, but there are no tabules save Ripans. The word tabule is used simply as a protection to the moneyed interests of the Ripans Chemical Company. In the hospital we always administer the ingredients in fluid form, but for general use the tablet or tabule is, of course, better. The tabule is dry, light, can be sent by mail, will not break, freeze, sour, ferment or dry up. It is practically indestructible.

She—I often see in the advertisements that we are speaking of the words, "One Gives Relief."

He—That is doubtless true. I have explained that every one who is ill is certain to have the trouble complicated by a disordered digestive apparatus, and probably in ninety-nine cases out of a hundred a feeling of relief will follow within twenty minutes after swallowing a single Ripans Tabule. It warms the stomach, quiets the nerves and inaugurates an improved condition.

This dialogue is an imaginary one, but was written for the purpose of telling the true story of the origin of Ripans Tabules. It was shown to the physician referred to, by whose advice the prescription of the Tabules was adopted, and he read it with interest and said: "Yes, that is so. That tells the story as it is." May we put your name in the place left blank, the Doctor was asked. He shook his head. "That won't do," he said. "There would be no real harm in it, but my medical brethren would find fault with me."

A new style packet containing TEN RIPANS TABULES in a paper carton (without glass) is now for sale at some drug stores FOR FIVE CENTS. This low priced sort is intended for the poor and the economical. One dozen of the five-cent cartons (120 tabules) can be had by mail by sending forty-eight cents to the RIPANS CHEMICAL COMPANY, No. 10 Spruce Street, New York—or a single carton (TEN TABULES) will be sent for five cents.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of *PRINTERS' INK* may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. *PRINTERS' INK* "pays the freight."

Chas. H. McConnell is president and manager of the Economical Drug Co. Among other thing in his advertising he says that he has been "honored by M. N. Kline, Boss Bulldozer of the National Wholesale Drug Trust, with the title, 'King of the Cutters.'"

In a recent issue of the *Chicago Post* he prints the following "History of a Great Business Success in 14 Brief Chapters":

CHAPTER I.

Five years ago the Economical was started by the undersigned, whom his friends and detractors, the so-called "legitimate" retail druggists, said "didn't know a bottle of patent medicine from a hole in the ground."

CHAPTER II.

He admits the soft impeachment, and aggravates the offense by acknowledging that his studies since have been in the direction of vacuous excavations, rather than in advertised faith cures! But he flatters himself he has learned how to run a modern drug store.

CHAPTER III.

The Economical was started without a dollar of subscribed capital and solely on money borrowed from a few warm personal friends and believers in the business ability and integrity of its manager.

CHAPTER IV.

The Economical had the misfortune to start in business on disreputable Clark street—Hobson's choice just before the World's Fair opened. Even with that awful handicap it built up a business averaging \$767 a day within six months.

CHAPTER V.

When the greatest World's Fair and the world's greatest panic reached Chicago simultaneously, the resultant effect on Clark street was business paralysis and financial difficulties to a concern doing business solely on borrowed capital.

CHAPTER VI.

It hasn't quite gotten over them yet, though it is rapidly "getting there with both feet," and it is only a question of time, and but a short time, when it will be entirely "out of the woods," and laughing defiance at its foes.

CHAPTER VII.

A little over two years ago the Economical escaped from Clark street and reopened on a thoroughfare where self-respecting ladies can travel without fear of insult by gamblers or other loafers.

CHAPTER VIII.

Business on State street, which had run down to \$300 a day or less on Clark street, immediately commenced to improve—has quadrupled in the Prescription Department and more than doubled in the other departments.

CHAPTER IX.

To-day there are but two drug stores in the United States doing a larger business than the Economical—Hegeman Co., of New

York, and Evans, of Philadelphia. We will, of course, soon overtake slow Philadelphia, and in time overtake Greater New York, a la Chicago.

CHAPTER X.

Our business is now running at the rate of over \$200,000 per annum—not bad for a mere retail drug store! Our sales, averaging less than 50 cents each, run from 1,150 to 1,600 a day in number.

CHAPTER XI.

Malediction chorus from disgruntled "regular" druggists: "The monumental liar of the universe; wouldn't believe him under oath!" Gentlemen, like the newspapers, "our books are open to all." But we employ no affidavit editor!

CHAPTER XII.

There's a valid reason for this great success. The Economical is the one and only original and genuine "cut price" drug store doing business in Chicago—cutting prices on everything in the store, as a matter of business principle.

CHAPTER XIII.

The Economical keeps a stock of 10,000 different drugs and medicines, the purest and best only. No other store in Chicago carries one-fifth the stock we do, and no other store cuts on everything, but merely makes a bluff at it.

CHAPTER XIV.

Our special pride and boast is our Model Open Prescription Department, 75 feet long, the largest and finest in the United States. One look at it will make you a customer. Won't you look, please?

Mr. McConnell winds up his ad by saying: "The world admires a fighter and applauds a winner," in which he is undoubtedly right. Certainly the way to advertise a cut-rate drug store is to make the talk just as aggressive as possible.

On Tuesday, December 7, the *New Era*, published at Union, S. C., contained a dry goods advertisement unlike any that I ever saw before.

In the center of the ad was pasted a little piece of calico, 2x3 inches. The ad read:

"As a special flyer for December we offer 2,500 yards fancy dress prints, same quality as sample attached, at 3½c. per yard."

That ought to have been good advertising. Of course it is possible only in papers of small circulation and in places where time is cheap.

One fact that may or may not have been considered by the publisher of

the paper is that in attaching this piece of dry goods to his paper he deprived himself of the privileges of second-class mail matter. His newspaper immediately became merchandise and subject to a postal charge at the rate of one cent per ounce.

This distinction in the classification of matter is carried by the post office officials to a really ridiculous point. I know a New York jeweler who wished to inclose in his printed catalogue a printed card with holes cut out, so that any one wishing to order a ring from the house could, by finding the hole that fit the finger, determine the number of ring to order.

The card was printed, but the post-office people decided that as it was a ring gauge as well, it thereby became merchandise, and that if it were inserted in the catalogue the entire catalogue would have to go at the merchandise rate.

The publisher of the *New Era* had better look out or the goblins will get him.

* *

Referring to my talk a couple of weeks ago about the advertising of a fake bankrupt clothing stock, a correspondent says:

Strangely contradictory statements, surely. The writer has been understood to declare all advertising must be truthful, that the publishers of lying ads hurt honest advertisers as well as themselves. This article, however, is its own best commentary; untracted, it means the writer's creed is conveniently easy, and his opinion as to the necessity of strict honesty open to qualification—a disappointment to admirers of his usually vigorous style.

As this is only one of several such communications, I am almost led to believe that PRINTERS' INK will have to supply me with a blackboard on which to make diagrams of the meaning of what I say.

The statements that my friend thinks were contradictory are these:

I never could see the iniquity in advertising 100 dozen when there was only 67 dozen. I never could see dire dishonesty in saying: "We bought this stock at a low price from a New York jobber," when in reality the stock was bought from a Chicago jobber.

A little further on I said:

It was nobody's business where they got them until they told where they got them and lied about it. Then it was somebody's business. Then it became everybody's business. It was everybody's business, because everybody had a right to say, "Well, if they lie about where they got the stock, they probably lie about the quality."

There isn't anything contradictory in those two statements. I don't think

a man is necessarily dishonest because, for the sake of euphony, he states the quantity of his stock larger than it really is. Nor do I think it makes any moral difference where the stock came from. The point is that, like most lies, these lies are unnecessary. To be sure, they don't hurt the reader, but, just as I said before, if a man lies about one thing in his advertising, people are prone to distrust all of his other statements.

When a man is caught in one exaggerated statement he will have a pretty hard time convincing people that all he says is not exaggerated. The first exaggeration may have been innocent enough, may have done no one any harm, but, leaving out all moral considerations, exaggeration and untruthfulness in advertising are mighty bad business. They serve pretty well until the exaggerator is found out, and sooner or later he is pretty sure to be found out. Then he will have to appeal continuously to a new set of customers. It may be possible to do this and make a satisfactory amount of money. The old saying that "there is a sucker born every minute" may be true, but it is generally unwise to attempt to found a business on that idea.

* *

WALTER F. GAMBLE,
Lawyer.

Herman Block.
CARO, Mich., January 22, 1898.

Mr. Charles Austin Bates, New York:

DEAR SIR—Speaking of unprofessional conduct. It may be unprofessional for a lawyer to spend time looking over your department of P. I., but having been in my youth attached to a printing office, part of the attachment still exists and I take much pleasure in reading the department of criticism. In the issue of January 19, J. F. Halloran, a dentist, speaks of "legitimate advertising" for the professions and you make some suggestions, very appropriate for his profession. But what will you say of the legal profession, where an intimation that "charges will be reasonable," or that real estate is sold or any other business done than a "general law business" is considered unprofessional. Of course, the established lawyer is advertised by his achievements, but how about the fellow who comes in to compete with the established lawyer? You speak too truly when you tell of the dishonest schemes for having one's name mentioned in the local columns, without compensation.

I believe you will agree with me that the old style standing card published month after month in the local weekly is absolutely without results, but what would public opinion be of the lawyer who would use display advertising? Is it possible that there is one profession which can not advertise legitimately?

Respectfully,
WALTER F. GAMBLE.

Certainly it seems rather difficult for

a lawyer to advertise by any of the accepted methods, yet he must advertise in some way, or his success will be very slow in coming.

The usual method employed by lawyers is activity in politics. If the lawyer is a good speaker it brings him prominently before large audiences and also gets his name in the paper.

Another thing he may do is to belong to clubs and societies. That makes him and his business known to a great many people.

Further than that, I don't see why a lawyer should not make a specialty of some certain line of work, and say so in the card that he carries in the newspapers. I don't know whether or not this would be looked upon as unprofessional, but if I were a good corporation lawyer I should certainly feel that I was badly treated if I were not permitted to say that I had made a special study of corporation laws and the formation and management of corporations.

Just why this same information should not be printed or engraved on a card and sent to those likely to be interested, I can't tell. The thing that I am absolutely sure of is, that if I were a lawyer I should take some specialty and I should advertise it, even at the risk of being considered unprofessional. I would rather be unprofessional than to sit around an empty office and starve to death.

* *

This same aggressiveness has certainly contributed largely to the success of Frank Munsey. The advertising that he writes for himself all seems to have a chip on its shoulder. The spirit of success pervades all of Munsey's ads.

Just now his particular talk is about the *Puritan*, and the following ad shows how he does it:

Sweeping On.

I have had a pretty wide experience in the publishing business. I have established a number of publications. I know a good deal about the growth of new publications, whether in my own hands or in the hands of other publishers. But in all my experience I have never known but one publication to sweep on toward a great big national circulation at so tremendous a pace as

The Puritan

is now sweeping on. That one exception was *Munsey's Magazine*, when it swept over this country like a cyclone and made all the world marvel. It was *Munsey's Magazine* that gave the ten-cent magazine to the people—that made the ten-cent magazine possible. In less than two years it had reached out to

700,000 homes, where it at once became a part of the home life.

And now, judging from the way the orders and re-orders for the *Puritan* are piling in upon us, it will become a strong second to the *Munsey*. All this makes one thing certain, and that is that the women of this country have found the *Puritan* to be the publication they want—the publication they will have.

Now ready on all news-stands, or from the publisher, 10 cents. Yearly subscription, \$1.

FRANK A. MUNSEY,

111 FIFTH AVENUE, NEW YORK.

The *Puritan* is now supposed to have a circulation of about 125,000 copies. The rate is \$1 per agate line, which makes it a pretty high-priced proposition. There are discounts for continuous insertions, so that twelve quarter pages used during a year would entitle the advertiser to the rate of 75c. per line.

The columns of the *Puritan* are only twelve ems wide and 175 lines long, so that at the yearly rate a quarter page would cost \$131.25 per time.

A quarter page measures about four by six inches, which is practically the size of a half page of *Munsey's Magazine*. In other words we are asked to pay in the *Puritan* \$131.25 for space in a circulation of 125,000 when we can get the same space in a circulation said to be 700,000 for \$150 (the yearly rate for a half page in *Munsey's Magazine*).

This same space of 175 agate lines in the *Ladies' Home Journal* would cost \$875. The circulation of the *Ladies' Home Journal* is about six times that of the *Puritan*, so that the same circulation in the *Puritan* would cost \$787.50.

All this goes to show that a rate card is a wonderfully diverting thing when you come to analyze it and compare it with other rate cards. The whole question seems to be simmered down into the good old-fashioned rule of "charging all the traffic will stand."

* *

As a distinct novelty in advertising, I have seldom seen an equal of the postal card which Maurice F. Danihy sent to his friends on the occasion of a recent visit to New York:

DANIHY NOT DEAD!

ROCHESTER, N. Y., Dec. 15, 1897.

DEAR SIR—I will be in New York City Wednesday to attend the McCoy-Creedon "go," also to purchase the Rochester franchise in the Eastern League and to engage stellar attractions for my new theater. I will be pleased to see all old and new friends at St. James Hotel.

MAURICE F. DANIHY, Editor Rochester *Star*.

In Pittsburg ❀ ❀

We control the best of the Electric Lines, also the Cars of Beaver Falls, Washington, Sharon and McKeesport.

Our unapproachable system obtains here as elsewhere, and our business is conducted by employees of experience and ability—no amateurs for us.

You Get Full-Time Cars!

You Get Results!

You Get What You Buy!

You Get Advertising

... OF ...



GEO. KISSAM & CO.

HAMILTON BUILDING,

❀ ❀ **91 Fifth Avenue** ❀ ❀

Pittsburg, Pa.

Central New York

is Rich in Wealth and
Enterprise.

To Reach the People Properly
Advertise in the Street Cars of

Utica and Syracuse

Both these cities now have First-
Class Street Car Advertising
and are controlled by



George Kissam & Co.,

124 Kirk Building,
Syracuse.

New York,
Rochester, Buffalo, etc.

...THE...

Regal Shoe Card*11 x 8 1/2 Inches,*

displayed this month in our
Street Cars at Buffalo, Pitts-
burg and Cincinnati, is not
only

The Largest Card

ever placed in Street Cars,
but it is the most artistic. It
will undoubtedly boom the
business of Bliss & Co., in
the cities in which it appears.

GEORGE KISSAM & CO.,**253 Broadway, N. Y.**

NEW YORK JOURNAL

W. R. HEARST.

The Morning Edition

COSTS ADVERTISERS

1/10

of a cent per line for
every thousand of
circulation.

The Evening Edition

COSTS ADVERTISERS

1/10

of a cent per line for
every thousand of
circulation.

The Sunday Edition

COSTS ADVERTISERS

1/11

of a cent per line for
every thousand of
circulation.

No better advertising mediums.

No better paying mediums.

No fairer rates prevail anywhere. *Make contracts now.*

For further particulars, address
Advertising Dept., New York Journal.

